MARCH 17, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

everyone
can't
buy
MINK...

NEITHER CAN EVERYONE afford Bob Hope, Jack Benny or Allen. Fred Allen, that is. Some people just don't have that much money to spend.

On the other hand, not everyone needs that much money.

Here on WOR, many a client has discovered that a mouton-coat sized budget can buy effective results. There's the man who started a new business recently, for example. He had only a limited amount of money to spend on advertising. To be specific, he had about 500 dollars. He needed to get his money's worth *right now*. After one week on WOR, he got it.

WOR can bring the same kind of returns for *you*.

Call our sales office, Pe 6-8600. Or write . . .

WOR

—that power-full station

at 1440 Broadway, New York

mutual

This is THE DOEHRING FAMILY of near MOROCCO, INDIANA

The Doehrings: Harold holds 7-year-old Billy; next are Evagene, 10; Frances, 6; and Dorothy, 9. Mrs. Doehring holds 3-year-old Harold, Jr.

Evagene works on her radio scrapbook, filled with pictures clipped from Prairie Farmer and the WLS Family Album.

HAROLD DOEHRING and family of near Morocco, Indiana, farm 257 acres. Theirs is a diversified farming operation that last year included 112 acres of corn, 60 acres of soybeans, 7 milk cows, a flock of 350 chickens, and 75 hogs shipped to market. Their investment in machinery and feeding equipment alone totals $4,250.

When the Doehrings moved on their present place nine years ago, they had one youngster and a house with few modern improvements. Today, there are five young Doehrings, and they live comfortably with a new stoker-furnace, electric range and refrigerator, radios and running water.

The Doehrings have listened to WLS ever since it came on the air in 1924, profiting from weather, markets and farm information. "We appreciate WLS more than ever since the children are growing older," Mrs. Doehring says. "Instead of wanting to go into town Saturday nights, they prefer to stay home and listen to the WLS National Barn Dance."

The WLS microphones have been focused for 23 years on this family and home and the families and homes like it in Midwest America—taking an intimate interest in their problems, giving them service and entertainment that have made them loyal listeners—and advertising results depend on loyal listeners.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee—Lowell—Douglas.

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

YOUR MESSAGE NEVER MISSES

THE First Americans had a system for signaling. The Indians built fires on mountain tops, relying on the wisps of smoke to be seen by fellow tribesmen posted on other elevations.

The effectiveness of such a signal depended on the direction of the wind and was restricted to the range of vision. It is a far cry from that primitive method to modern radio. Time-buyers know from experience that with WCBM there is a profitable certainty in always reaching listeners in the rich Baltimore market. You are missing an important message yourself if you haven't heard what WCBM can do for you and your selling.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

UPCOMING dual transaction shortly to be filed with FCC for approval will involve sale of WSPA Spartanburg by A. B. Taylor, president, and Walter J. Brown, vice president and general manager, for over $400,000 to Liberty Life Insurance Co. of Greenville (owner of WIS Columbia, S. C.) and reinvestment by Mr. Brown of his share for acquisition of control of WORD, Spartanburg local, for roughly $100,000. Mr. Brown founded WORD several years ago.

LYLE WILSON, crack Washington political correspondent and for years head of United Press Washington bureau, could have had Byron Price's old job as vice president of Assn. of Motion Picture Producers. Eric Johnston, AMPP president, asked him to assume post when Mr. Price accepted assistant secretary generalship of United Nations but Mr. Wilson, despite enticing remuneration (about $50,000 plus), elected to remain newspaperman.

HOPPED UP publication reports about radio seeking czar, which stemmed from the Broadcasters' Advisory Council plan, brought thundering horde of candidates who want to be fitted for crown and scepter. But, alack, if project jells at all, it now contemplates one major-domo who would serve to correlate and disseminate in continuity acceptance status.

RADIO'S RIGHT to voicecast from shipboard on Presidential cruises, disputed in connection with contemplated Caribbean cruise, since canceled, may be settled with finality shortly. Following this incident [BROADCASTING, March 3] one press association executive has set in motion machinery looking toward permanent understanding which will affirmatively settle radio's right to cover Presidential trips direct.

C. T. (Swannee) HAGMAN, who resigned general managership of ABC Central Division to return to native St. Paul, shortly will emerge as part owner-manager of nearby Minnesota station. He also is expected to become identified with certain other Minnesota properties in ownership or managerial capacity, or both. Decision to leave ABC after eight months attributed mainly to family's homesickness. [BROADCASTING, March 10].

SENATOR WHERRY (R-Neb.), Chairman of Senate Small Business Committee, will ask W. G. H. Finch, president, Finch Telecommunications Inc., to demonstrate facsimile before the group investigating newsprint shortage. Prediction that tax would be part of testimony before Committee came from Senator James E. Murray (D-Mont.) [BROADCASTING, Feb. 10], former chairman of the Committee, who had warned technological improvements threaten newspapers with "possible extinction."

Upcoming

March 17: NAB Music Advisory Committee, Waldorf-Astoria, New York.

March 18: Joint NAB-ASCAP Committee, Waldorf-Astoria, New York.

March 20: NAB By-Laws Revision Committee, Statler Hotel, Washington.

March 21: Joint NAB Finance Committee and By-Laws Revision Committee, Statler Hotel, Washington.

March 27: NAB FM Executive Committee, Waldorf-Astoria, New York.

March 27: ASCAP General Annual Meeting and Dinner, Ritz-Carlton Hotel, New York.

Bulletins

CABARET tax of 20% applies to any public eating or drinking place with television set installed for entertainment of customers, Bureau of Internal Revenue announced Friday. Ruling had been made some time ago in isolated case but not published. Many protests received, it added. Bureau took position television set constitutes "entertainment."

REPRESENTATIVES of networks and AFM local 802, New York, met in reportedly harmonious session Friday. Next meeting scheduled Wednesday with good chance for contract renewal at that time, according to network source. Union spokesman said, "Several differences remain to be ironed out."

MARSHALL URGES FREE MEDIA

FREEDOM of radio and press defined by Secretary of State George C. Marshall as "vital" to democracy in addressing Council of Foreign Ministers in Moscow. He said governmental domination of information media had provided anti-democratic Nazi regime with powerful weapons. If anti-democratic ideologies are to be eliminated, he declared, German people should have "unrestricted access to information obtained by means of all media of public information . . ."

PLAN FOR PRESIDENT

PRESIDENT TRUMAN was to hear his daughter, Margaret, make singing debut March 16. When President, who is vacationing in Key West, Fla., expressed desire to listen to ABC Detroit Symphony program, John Spotswood, owner of WKWF Key West, MBS affiliate, asked approval of Carl Haverlin, MBS vice president in charge of station relations, to cancel regular program scheduled on station between 8 and 9 p.m. Mr. Haverlin approved and station was ready to carry entire ABC program.

Business Briefly

DE SOTO PLANS ● De Soto Division of Chrysler Corp. reported ready to place transcribed Judy Garland show on ABC preceding weekly transcribed Bing Crosby series.

PALL MALL SHIFT ● Program replacing *Frank Morgan Show* April 2 on NBC, Wed., 10-10:30 p.m., to be called *Big Story;* originally titled *Feature Assignment.* Agency, Foote, Cone & Belding, N. Y.

SPONSORS WOLFF ● Unicorn Press, New York, effective March 23 for 13 weeks starts sponsorship of Shirley Wolff on ABC, Sun., 11:15-11:30 p. m. Quarter-hour show features interviews with celebrities. Agency, Leonard Adv., N. Y.

URS NAMED ● Universal Radio Sales, New York, has been appointed station representative by KSOK Arkansas City, Kan.; WOAY Oakhill, W. Va.; WKAN Kankakee, Ill.; KGVL Greenville, Tex.; KXOL Fort Worth, Tex.

LA FRANCE SPOTS ● General Foods, New York, (La France Bluing) starts eight-week announcement campaign March 31 on over 100 stations. Agency, Young & Rubicam, N. Y.

LA BOHEME DROPS ● La Boheme Vinyards Co., Fresno, Calif., has cancelled current spot campaign as well as additional one scheduled to start in March through McCann-Erickson., N. Y.

AVERY NAMED ● KOMA Oklahoma City and KTUL Tulsa appoint Avery-Knodel as exclusive national sales representative effective April 1.

MIRACLE FOAM TO EXPAND ● H. R. Davi Co., maker of Miracle Foam, plans to add stations in Bakersfield, Fresno, Stockton and Reno for *Something for the Family* series starring George Jessel. Firm has renewed in San Francisco and Los Angeles, plans dinners for jobbers in those cities to honor Mr. Jessel. Deal being handled by Universal Radio Productions, Hollywood.

WRITERS GUILD TO VOTE ON STRIKE IN THREE CITIES

STRIKE vote will be taken by locals of Radio Writers Guild April 8 in New York, Chicago, and Los Angeles. Guild has received what it considers unsatisfactory replies from three networks and no reply from one network in answer to demand for negotiations covering freelance writers. Guild strategy committee recommended strike vote. Eastern Council of Guild endorsed decision.

Council of Authors League of America (parent body of Guild), passed resolution offering full support to writers. Guild's demands: Elimination of outright sale of scripts, Guild shop, equitable release forms, minimum rates for freelance scripts, sufficient arbitration machinery.

"The Steinman Stations"

6 OUTSTANDING PROFIT BUYS

WDEL Wilmington, Del. *(Established 1922)*

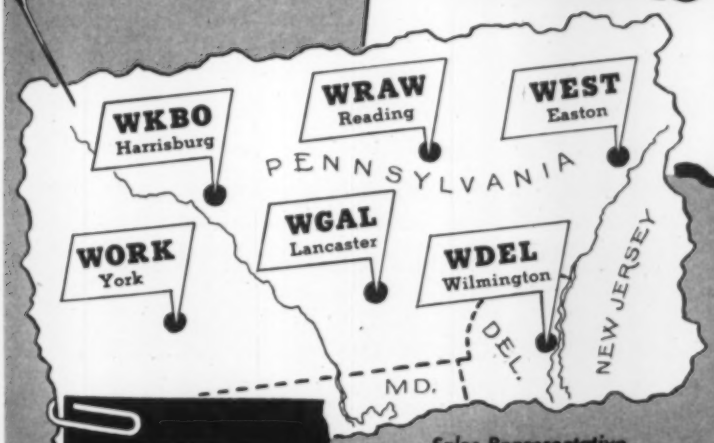
WKBO Harrisburg, Pa. *(Established 1922)*

WRAW Reading, Pa. *(Established 1922)*

WGAL Lancaster, Pa. *(Established 1922)*

WORK York, Pa. *(Established 1932)*

WEST Easton, Pa. *(Established 1936)*



More and more advertisers are finding that these stations offer rich sales opportunities. All six markets are consistently prosperous because of diversity and advantageous locations. For information write:

NBC AFFILIATE

Sales Representative

RADIO ADVERTISING CO.

New York • Dallas • Chicago • Hollywood • San Francisco

In 1946 . . . for the first time in the state's history . . . Minnesota farmers received a cash income estimated at OVER ONE BILLION DOLLARS! This gigantic cash income means tremendous buying power. Get your share of Minnesota farm wealth through WDGY, the station that gives you "Minnesota and Then Some."

MINNEAPOLIS **WDGY** SAINT PAUL

5000 WATTS 1130 KC

MELVIN DRAKE
Vice President & Station Mgr.

CHARLES T. STUART
Pres. & Executive Director
Executive Offices, Stuart Bldg., Lincoln, Nebr.

AVERY-KNODEL INC.
National Representatives

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Paul Fulcomer, Elizabeth Jo Hailey, Mary Zurhorst; EDITORIAL ASSISTANTS: Jocelyn Brown, Margaret Elliott, Frances Tymann; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Patricia Ryden, Dorothy Macarow. **Bruce Robertson**, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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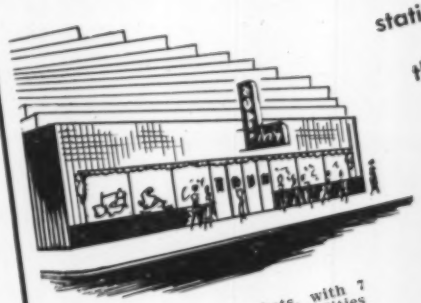
SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY

Largest Local Food Chain Chooses . . .

WHBF

Serving the QUAD-CITIES plus Western Illinois and Eastern Iowa

It is only natural that Quad-Cities' most successful local grocery chain, with stores on both the Illinois and Iowa sides, would choose the radio station with the most responsive audience. And in Quad-Cities this points to WHBF . . . with a record of seven consecutive years of exclusive sponsorship by Eagle Super Markets. This is a reliable tip-off to national advertisers who want to help their products reach the top in the Quad-City market.

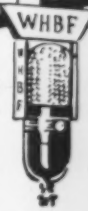


Eagle Super Markets, with 7 stores in the Quad-Cities

The Quad-Cities is the largest market in Illinois and Iowa, outside of Chicago . . . more than 200,000 metropolitan population spending upwards of $124 million annually. Average family income in the Quad-Cities last year was above $4,000 . . . one of the nation's high-income markets. Besides, WHBF's primary coverage includes an important farming area . . . 52 rich counties in the very heart of the corn belt. And remember, WHBF is the only ABC station that can be consistently heard in the Quad-Cities.

BASIC ABC for the QUAD-CITIES

1270 KC **WHBF** 5000 Watts Full Time and WHBF-FM



Les Johnson, V.P. and Gen. Mgr.
Affiliate of Roek Island Argus

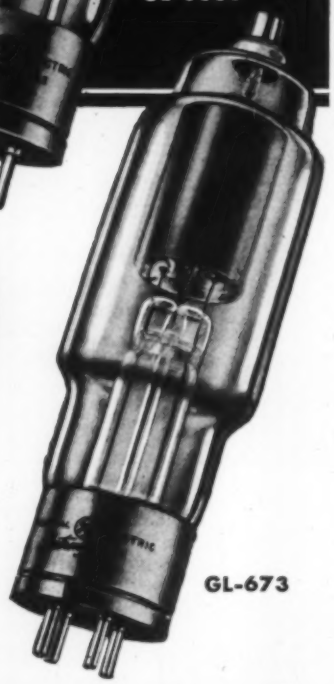
Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

TWO POPULAR RECTIFIER TUBES

for broadcast, communications, and other work

•

. . . better built for more hours of topgrade performance!



RATINGS

	GL-8008	GL-673
Cathode voltage	5 v	5 v
current	7.5 amp	10 amp
Typical heating time	30 sec	30 sec
Anode peak inverse voltage	10,000 v	15,000 v
peak current	5 amp	6 amp
avg current	1.25 amp	1.5 amp

Heavy-duty bases, with large pin-contact area, are one of many features that give these mercury-vapor phanotrons the dependability needed for 24-hour broadcast-station use—extra reliability for police-radio, aviation, and other exacting communications work—the steady efficiency required to convert power for small d-c industrial equipment operating on full schedule.

Minimum temperature rise is an especially valuable characteristic of Types GL-8008 and GL-673. Installation of these tubes reduces the cooling problem for broadcast-station and factory engineers.

Less mounting space needed . . . this is an important result of the straight-side envelope design in contrast to the bulb shape of older types. Maintenance men, too, report that the straight-side contour makes Types GL-8008 and GL-673 easier to handle, and helps ward off accidental tube breakage.

Sturdy, shock-resistant . . . these qualities stem from the modern structural design of the GL-8008 and GL-673—their strongly braced cathodes, and their nickel anodes which, lighter in weight than others, put less strain on the seal above them, enabling the latter to withstand shocks and vibration better.

General Electric builds a complete line of phanotron rectifier tubes—15 types in all, matching every broadcasting, communications, or industrial need. Your nearby G-E tube distributor or dealer will be glad to give you prices and full details. Phone him today! *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

G.E.'s new Transmitting Tube Manual is the most complete book in its field! Profusely illustrated; packed with application data. Over 600 large pages. Price $2, with an annual service charge of $1 for new and revised pages to keep the manual up-to-date. Order direct from General Electric Company.

GENERAL ELECTRIC

161-F3-8850

FIRST AND GREATEST NAME IN ELECTRONICS

we're riding high in Syracuse...

The Federal Reserve Board put it very simply. Syracuse had a bigger retail gain during December, 1946 than any city in the United States.*

But here at WSYR we know there's more to it. Being plumb in the middle of this prosperous area, we know all about the high 1946 incomes of our industrial and farm workers.

In fact, we've *helped* them spend a good many of their dollars. We know that when they crowd stores in Syracuse (and other cities and towns throughout WSYR's 17-county area) they buy the things wise advertisers advertise over WSYR.

It's significant, too, that our local retail advertising in December, 1946, was *45% more* than in December, 1945. And for all of 1946, WSYR's local advertising was up 23%. More local advertisers (actually 80%) use WSYR than any other station. Like many national advertisers, they find WSYR plays a big part in setting record sales gains. We've been doing it for 25 years now.

Tap your share of this growing billion-dollar buying potential by letting WSYR help build a demand for what you have to sell. First step is to get in touch with us or Headley-Reed.

**Period ended December 21, 1946 when Syracuse retail sales hit 41% above same period, 1945.*

WSYR
SYRACUSE

570 kc.—5000 watts
NBC in Central New York
"The coming electronics capital of the world"
Represented by Headley-Reed

WTRY, Albany-Troy-Schenectady, & WELI, New Haven, are also H. C. Wilder Stations

A RECORD-BREAKING 1,027,506* SAW IT IN TAMPA THIS YEAR.

YES, BUT HOOPER SAYS THAT WFLA STILL HOLDS THE RECORD FOR LISTENER-LEADERSHIP IN THE TAMPA-ST. PETERSBURG MARKET!

In recent years, breaking records has become almost routine in the Tampa trade territory — Florida's richest and most heavily populated. Again this year, WFLA advertisers enjoyed a huge winter-visitor bonus at no extra cost. But an analysis of trade indices over a period of months, shows that the increased buying power of this area is by no means seasonal. The mounting payrolls of expanding industry, agriculture and commerce are on a 52-weeks-in-a-year basis!

All day, every day—WFLA gives you more listeners-per-dollar in the heart of this thriving year 'round Florida market.

*Attendance at the 1947 Florida State Fair, world's largest winter exposition held annually in Tampa.

5000 WATTS DAY AND NIGHT

WFLA

The Tampa Tribune Station

TAMPA NBC

National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.

Feature of the Week

By SIDNEY N. STROTZ

NBC Western Division VP

I'M GETTING TIRED of reading and hearing things like:

"Why do the same names stay at the top of Hooper's first 15 year after year?"

Mr. Strotz

"What would happen to radio if Jack Benny, Bob Hope and Fibber McGee retired?"

"Where is radio going to get new talent anyway?"

To answer the last two questions first, radio right now is building its own future in the talented persons of supporting players—or stooges—on its own top shows.

True, the select circle in the top 15 doesn't change much year after year, but this season three shows which have hit the top star people who were or are stooges on other shows: Phil Harris of the *Jack Benny Show*, now appearing with Alice Faye on the *Fitch Bandwagon;* Ozzie Nelson and Harriet Hilliard, who were stooging for Red Skelton a few years ago; and Harold Peary; *Great Gildersleeve*, who got his start insulting Fibber McGee. In addition, Dennis Day gets closer to the first 15 every time the ratings are taken.

There are many other new programs starring either current or former stooges. The *Jack Benny Show* alone has fathered no less than five programs. The Phil Harris-Alice Faye and Dennis Day shows are two. Mel Blanc, who stooges for *Burns and Allen* and *Judy Canova* as well as Benny, stars in his own show on CBS: and Kenny Baker and Frank Parker, who were Dennis Day's predecessors on the Benny program, now star in their own programs, one on ABC and other transcribed.

Meredith Willson, longtime orchestra leader and comedy foil on *Maxwell House Coffee Time* on NBC has had his own CBS program this winter, after a successful test run as summer replacement for *Burns and Allen*—continuing, as do Day, Harris and Blanc, to appear on the program which gave him his start.

Kenny Delmar, Fred Allen's Senator Claghorn, has been starring in a quiz show on CBS. It was there also that the late Marlin Hurt, ex-Fibber and Molly stooge, was getting his own *Beulah* show underway at the time of his death.

Harry (Parkyakarkus) Einstein is just concluding a three-year run of *Meet Me at Parky's* on NBC.

(*Continued on page 80*)

Sellers of Sales

WHEN radio came to Philadelphia March 18, 1922, one of the first voices listeners heard was that of Harold Simonds. On that date he took time off from his job in the traffic department of the Strawbridge & Clothier department store to sing a baritone solo and join a male quartet on the first broadcast of WFI, the Strawbridge & Clothier station.

HAL

For ten years he doubled between the store and station, meanwhile campaigning for WFI to become commercial. Finally after ten years he did convince the store executives, and WFI took on sponsors. In 1932 Hal became WFI's first salesman, and ironically, his first account was with a competing department store.

By now Hal was devoting full-time to the station, selling, producing, and announcing. He was one of the best known newscasters in the city, and although he had never covered sports, he took on those duties too, and from 1936 to 1943 he did the sportscasts for the station. When all the duties became a little too much for one man, he sacrificed the mike work to give all his time to sales.

When WFI and the Lit Brothers station, WLIT, were merged into WFIL in 1935, Hal Simonds remained on the staff, so that this 25th anniversary year is being celebrated jointly by WFIL and Hal.

Among the larger accounts he handles for WFIL, five are with makers of dairy products: Abbotts, Supplee-Sealtest, Borden's Philadelphia Certified Milk Assn.; and Breyer's. He also services three large department store accounts—one of which is Strawbridge & Clothier, the same store that introduced Hal to radio 25 years ago.

He is 53, a father and grandfather. And he still has the same zest for selling that he brought with him to WFI back in 1922.

Remember the story about...

MISS MUFFET

THE SPIDER?

The spider scared Miss Muffet right off her tuffet! Such a little spider too. But it happens all the time. Size isn't always the payoff in anything. 'specially in radio. WWDC in Washington has been proving it right along. The big boys were all settled down to a feast of commercials. Then along came WWDC with its hard-working sales-producing programming. The boys may not be scared off their tuffets . . . but you can be sure that WWDC is on smart radio lists these days.

Keep your eye on WWDC

IN WASHINGTON, D. C.

Coming Soon—WWDC-FM

Represented Nationally by

FORJOE & COMPANY

Service

WGN has more *facts* about Chicago radio programs than any other station. The combined information of the Neilsen Radio Index, Supplementary and Regular Hooper reports and the Broadcast Measurement Bureau enable WGN to offer a superior and continuing service to present and potential advertisers.

Results, measured in terms of accepted research, are convincing many advertisers that the correct answer to middle-western radio is WGN.

A Clear Channel Station...
Serving the Middle West

MBS

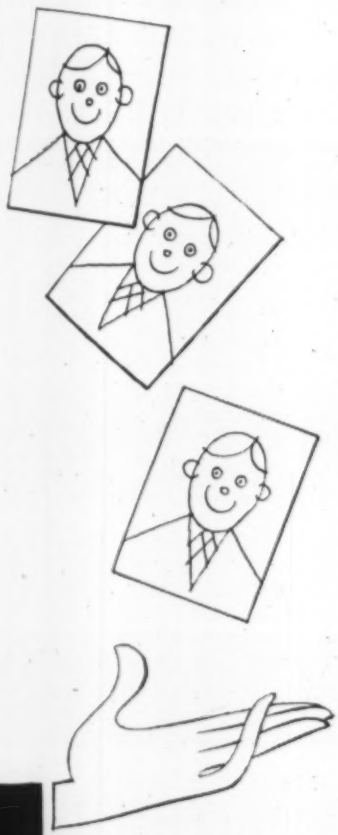
WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

37,819 box tops for a picture of a pest!

Represented by Radio Sales, the SPOT Broadcasting Division of CBS



Consider the whimsey of Fred Beck. To prove the pulling power of his program — a 15-minute column of comment, wit and information — Fred asked his listeners to send him any spare box tops. In return, he offered them a picture of his brother-in-law. No nylons, no book of recipes — just a picture of a pest. Yet in one week Columbia Pacific received 37,819 box tops.

Fred Beck is new to radio, but old to fame. In 1934 he met a man with an idea, eighty dollars and a borrowed weed patch. Together they parlayed these sparse beginnings into the fabulous Los Angeles Farmers Market. Fred Beck's contribution was — and is — coining words that add up to an eight-million-a-year business... a daily column of wit and wisdom in the Los Angeles Times. To the amazement of the Times, three readership surveys proved Beck's advertisements had more readers than most of their nationally syndicated columns. Today, Fred's market hints are featured on page two, the only advertisement or column that holds that honor.

As Fred Beck's box top bonanza indicates, his words lose none of their magic when they take to the air. Right now he's unsponsored, 8:15-8:30 a.m. Monday through Friday. Call us, or Radio Sales and we'll get Beck to boost your sales on the Pacific Coast.

Columbia *Pacific* Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

New York, Chicago, Los Angeles, Detroit, Atlanta, San Francisco

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Four years, Universities of Minnesota and Kansas City—B.A.
Three years, Radio Director, Addison Lewis & Associates
Two years, Promotion Director, Minneapolis-Honeywell Co.
Five years, Gen. Sales Mgr., KLO and Intermountain Network
Four years, Promotion Director, KMBC
Joining Free & Peters (New York Office), March, 1947

Look who's joining us!—

E. P. J. SHURICK!

If you've been studying "station promotion" recently (or have even been a casual observer), chances are you've already admired a lot of Ed Shurick's work. His efforts at KMBC (and elsewhere for fourteen years in radio) have been outstanding. Hence our pride in announcing that Ed is joining our New York Office as Promotion Manager, to help both you and us to promote spot radio.

Yes, spot radio still needs promotion. There are still many advertisers who don't yet realize that it's the most flexible, economical and effective medium in advertising. So long as that's the case, we of F & P will continue to devote a good part of our time to "carrying the word." To our minds, that's one of the most constructive functions we can perform, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

NEW YORK: *444 Madison Ave.* Plaza 5-4130 CHICAGO: *180 N. Michigan* Franklin 6373 DETROIT: *Penobscot Bldg.* Cadillac 4255 ATLANTA: *Palmer Bldg.* Main 5667 HOLLYWOOD: *6331 Hollywood* Hollywood 2151 SAN FRANCISCO: *58 Sutter* Sutter 4353

BROADCASTING
TELECASTING

VOL. 32, NO. 11 WASHINGTON, D. C., MARCH 17, 1947 $5.00 A YEAR—20c A COPY

FCC Is Considering FM Realignment

Many Complaints Of Interference Are Received

By RUFUS CRATER

A REALIGNMENT of FM assignments and Class B channel allocations is being considered within the FCC, with prospects ranging from relatively small-scale shifting of frequencies to full-scale reallocations.

The studies were initiated as a result of complaints of mutual interference between stations separated by only a single "blank" channel, as provided in the present allocation and assignment plan [BROADCASTING, Feb. 24, March 3, 10].

Some industry engineers maintained that best results will not be achieved unless stations operating in the same area are separated by three blank channels—800-kc, as against the 400-kc separation required now—and that a full-scale reassignment of channels will be necessary.

In some quarters within FCC it was felt that the difficulty lay primarily within the blanket areas of stations, even on the present 400-kc separation, and that in many areas the solution might be found in shifting assignments so as to achieve maximum mileage separation of transmitters operating 400 kc apart. This factor might also be taken into consideration in issuing frequency assignments within given areas in the future.

General Reallocation

Commission experts also were reported to be considering the possibility of a general reallocation of frequencies to provide three or four channel separation of stations operating in the same area. This possibility was also being studied with a view to determining how much, if any, loss would result in the number of channels which would be available in the various areas.

To engineering observers it appeared likely that a greater channel separation of stations would result in fewer available channels, at least in some areas. FCC authorities, however, said the question was one for which they are now attempting to find the answer.

It was thought likely that if assignments in Area I—the Northeast, which has more large cities and a greater number of channels—could be realigned with no loss of channels, then it would be possible to realign Area II (the rest of the country) without losses.

If it is found necessary to make a general reallocation which would result in substantial channel losses, one FCC source noted, the "one-out-of-five" frequencies which are being reserved until July 1 for newcomers might be used advantageously in keeping availabilities near the present maximum.

There was no feeling that FM would be moved from the present 88-108 mc band.

In unofficial quarters, however, it was regarded as conceivable that some reclassification of Class A and B channels might be necessary if the reassignment problem should involve heavy losses of Class B availabilities Such reclassification, even so, would depend upon the Commission's attitude toward the relative desirability of Class A and Class B stations.

The same possibility was seen with respect to channels currently allocated solely for noncommercial educational stations. Of the total 100 channels, 20 are reserved for noncommercial educational use, 20 are classified for Class A operation, and 60 for Class B. The latter are allocated to specific cities and general areas. There is no allocation plan for Class A channels.

500 Permits

Legally, channel changes for stations already authorized—more than 500 have received construction permits, including some 150 stations already on the air but not counting approximately 175 conditional grants—could not be ordered without hearings, except with the stations' permission. Thus long-drawn proceedings would be likely. Stations in areas where all channels have already been assigned would be sure to protest any action which might reduce the number of channels in those areas.

Commission authorities said there are "about a dozen" cities where stations are now in operation on 400-kc separation. Complaints of mutual interference have been reported in "four or five."

At one of these, Syracuse, the complaints resulted in a request for investigation by receiver manufacturers. Tests conducted with FCC assistance [BROADCASTING, March 10] showed that FM stations of WFBL and WSYR, separated by one blank channel, could not be separated by any of five high-priced receivers being used, if one signal was 28 times as strong as the other. When the ratio was 15 to 1, all but one receiver could make a separation.

When an experimental transmitter was set up to simulate 600-kc separation, all of the receivers could

(*Continued on page 81*)

Group's Approval of Webster Seen

No Opposition Apparent To New Commission Member

By PETER DENZER

FINAL committee confirmation of Commodore Edward Mount Webster for FCC's seventh chair [BROADCASTING, March 10] was delayed as BROADCASTING went to press by a routine request from a member unable to attend the Senate Interstate and Foreign Commerce Committee hearing Thursday.

Chairman Wallace H. White told BROADCASTING he had been assured by the Senator, whom he declined to name, that there was no particular significance to the request, viewed as a formality of a type that has delayed several earlier nominations.

Commodore Webster was called before a quorum of eight Senators for a brief resume of his background and qualifications. Those present included besides the Chairman: Senators Charles W. Tobey (R-N. H.); Albert W. Hawkes (R-N. J.); E. H. Moore (R-Okla.); Ernest W. McFarland (D-Ariz.); Warren G. Magnuson (D-Wash.); Francis J. Myers (D-Pa.), and Brien McMahon (D-Conn.). Absent were Senators Clyde Reed (R-Kan.); Homer E. Capehart (R-Ind.); Owen Brewster (R-Me.); Edwin C. Johnson (D-Col.), and Tom Stewart (D-Tenn.).

There was every reason to believe that full Senate confirmation would be forthcoming without political debate. Not only is Commodore Webster politically independent—he is a resident of the District of Columbia and thus has never been able to vote—but his record as a telecommunications expert is so outstanding that both minority and majority members

(*Continued on page 93*)

Commodore Webster (l) with Chairman White.

Benny Tops Pacific Hooper In February

Bob Hope, Red Skelton Tie For Second Place

JACK BENNY led the first 15 programs in the February Pacific Network Program Hooperatings released last week, followed by Bob Hope and Red Skelton tieing for second place.

The report showed an average evening audience rating of 10.0, an increase of 0.3 from the last report, and an increase of 1.0 from the rating for the same period in 1946. Average evening sets-in-use reported were 36.9, 1.3 more than the last report and 3.7 more than a year ago. Average evening available homes were 79.2, no change from the last report, and up 1.0 from a year ago.

The average daytime audience rating was 3.8, down 0.4 from the last report and showed no change from a year ago. Daytime sets-in-use average was 16.4, a decrease of 0.4 from the last report and up 0.4 from a year ago. The average daytime available homes was 68.4, down 0.5 from the last report, down 1.6 from last year.

The first 15 programs for Pacific programs as listed in the report were: Jack Benny 43.9, Bob Hope 30.4, Red Skelton 30.4, *Charlie McCarthy Show* 28.8, *Fibber McGee & Molly* 27.7, Walter Winchell 27.4, Fred Allen 24.6, *Radio Theatre* 21.4, *Amos 'n' Andy* 21.4, *The Whistler* 20.7, *Aldrich Family* 19.9, *Bandwagon* 19.6, Eddie Cantor 17.6, *Blondie* 17.6, *Great Gildersleeve* 17.6.

ED FITZGERALD FORMS OWN PACKAGING FIRM

ED FITZGERALD, former account executive at Dancer-Fitzgerald-Sample, New York, and Frank Small, personnel manager of the *Professor Quiz* program sponsored by American Oil Co. on ABC, have formed a new program packaging agency, Fitzgerald Assoc. Offices are at 140 East 39 St., New York. Banner & Grief, New York, is in charge of promotion and public relations for the new firm.

Mr. Fitzgerald

Prior to his association with D-F-S, Mr. Fitzgerald was vice president and radio director of Erwin, Wasey & Co., New York, and was also former director of Bureau of Copyrights of NBC.

The company is currently packaging for radio the Chicago Tribune Syndicate comic strip, "Gasoline Alley," and a series based on the Simon and Schuster children's books, the "Golden Books."

Standard Time for All Interstate Commerce, Including Radio, Asked

DAYLIGHT SAVING TIME blossomed briefly last week as both a national and District of Columbia issue. Rep. Emory H. Price (D-Fla.) asked the House Interstate Commerce Committee last Monday to consider his bill (H. R. 2414) to put all interstate commerce, including radio, on standard time.

Meanwhile, the Senate District Committee approved, without dissent, a bill to give the capital daylight saving time in spite of overwhelming action against summer time by the House which two weeks ago [BROADCASTING, March 3] voted down a bill by Rep. Arthur G. Klein (D-N. Y.).

Rep. Price told the Interstate Committee that a change of time "upsets a lot of people as far as their listening to radios is concerned." He said he had introduced his bill at the request of a Florida radio station operator whom he declined to name.

A letter from the Florida station accused the "home offices of the networks" in New York of throwing radio schedules throughout the country out of line by following New York time changes. Although Mr. Price said he believes "the large broadcasting companies in New York will probably fight this bill" he told BROADCASTING that unless he gets more "reaction" from broadcasters he will not press for a full hearing.

In spite of early vigorous opposition in the House, it appeared that reconsideration might be in order after expected Senate passage of a measure which would authorize District Commissioners to establish daylight saving time in the capital. Chairman Dirksen (R-Ill.) of the House District Committee said he would act immediately to get the bill (S-736) through the House.

District civic groups have been vocal in their support of local summer time.

NBC ANNOUNCES FIVE RENEWALS FOR YEAR

NBC last week announced five 52-week program renewals.

Miles Laboratories, Elkhart, Ind., effective March 24 renews *News of the World*, Mondays through Fridays, 7:15-7:30 p. m., through Wade Adv., Chicago.

S. C. Johnson & Son, Racine, Wis., effective Apr. 1 renews *Fibber McGee and Molly*, Tuesdays, 9:30-10 p. m., through Needham, Louis and Brorby, Chicago.

Socony-Vacuum Oil Co., New York, effective March 31 renews the Victor Borge show starring Benny Goodman, Mondays, 9:30-10 p. m., through Compton Adv., New York.

General Foods Corp., New York, effective March 31 renews *Portia Faces Life*, Mondays through Fridays, 5:15-5:30 p. m., and *When A Girl Marries*, Mondays through Fridays, 5-5:15 p. m., through Young & Rubicam, New York, and Benton & Bowles, New York, respectively.

IT & T Elects Halsey

FLEET ADMIRAL William F. Halsey Jr., who recently retired from duty, has been elected a member of the board of directors of International Telephone and Telegraph Co.

Ludens Inc. Signs

LUDENS INC., New York, has signed a five-year contract with Hoagy Carmichael. The advertiser sponsors Mr. Carmichael, Sun., 5:30-5:45 p.m. on CBS, for Luden's cough drops. Starting next fall, however, the show will be on for the advertiser's Fifth Avenue candy bar. J. M. Mathes Inc., New York, is the agency.

Drawn for BROADCASTING by Sid Hix

"No, I'm NOT flying too low, and I did not just buzz the radio tower!"

KADDERLY SELECTED TO GO TO AUSTRALIA

WALLACE KADDERLY, farm director of KGW Portland, Ore., has been selected to leave March 21 for Australia as guest of the Australian Broadcasting Commission on an inspection - consultation tour of that country and its farm broadcasting facilities, it was announced last week by H. Quenton Cox, KGW general manager.

Mr. Kadderly

Mr. Kadderly in effect represents the U. S. Government's agricultural radio interests as well as those of American commercial broadcasting and the National Assn. of Radio Farm Directors. The Australian government for almost a year has been corresponding with the U. S. Dept. of Agriculture in regard to sending a farm radio representative from that agency. With none free to go, USDA recommended Mr. Kadderly who has had extensive government farm radio relations in addition to wide industry experience in that field.

Mr. Kadderly will be abroad about two months, on leave from KGW. While overseas he will broadcast over Australian facilities as well as prepare broadcast reports for use in the U. S. His itinerary also may include New Zealand.

SIX 52-WEEK RENEWALS ARE ANNOUNCED BY CBS

CBS last week announced six 52-week renewals, three of which were for the Procter & Gamble Co. The network has reported 25 programs renewed for sponsorship since Dec. 30, 1946.

Procter & Gamble Co., Cincinnati (Spic & Span and Dreft), March 24 renews *Perry Mason* on CBS, Mon.-Fri., 2:15-2:30 p.m., through Dancer - Fitzgerald - Sample, Chicago, and March 31 for Ivory soap renews Lowell Thomas, Mon.-Fri., 11-11:15 p.m., and *Mystery of the Week*, Mon.-Fri., 7-7:15 p.m., through Compton Advertising, New York.

Lever Bros. Co., Cambridge, Mass. (Spry), March 24 renews *Aunt Jenny's Real Life Stories*, Mon.-Fri., 12:15-12:30 p. m., through Ruthrauff & Ryan, New York.

The Campbell Soup Co., Camden, N. J., March 31 renews the Robert Trout program, *With the News Till Now*, Mon.-Fri., 6:45-7 p. m., through Ward Wheelock Co., Philadelphia.

United-Rexall Drug Co., Los Angeles, April 4 renews the *Durante-Moore Show*, Fri., 9:30-10 p. m., through N. W. Ayer & Sons, New York.

Advisory Council Plan Brews Rumors

Proponents Discount Talk As Both Speculative And Premature

By EDWIN H. JAMES

NEW YORK radio circles last week were abuzz with rumors and ominous predictions that (1) radio was about to fall under the complete domination of advertisers, (2) a "czar" was to be appointed to exercise strict control over the air. The fury followed the announcement of a proposed formation of a broadcasters advisory council [BROADCASTING, March 10].

Most of the speculation had a common characteristic. It ignored the fact that no broadcasters advisory council had been formed and that the committee which had been appointed to plan its formation had not even met.

By Wednesday the rumors had developed such authority that several opportunistic members of the unemployed were known to have telephoned certain executives interested in the formation of the council to ask for the job as U. S. radio czar.

Broadcasters and sponsors who have been actively proposing the organization of the advisory council made it clear that such talk was entirely speculative and premature. To date the design and destinies of the advisory council have been discussed only in the most general terms.

Some observations, however, may be made concerning the general functions of the proposed council.

Mortimer Cites Need

First among these is research, or at least new interpretation of existing research facts. Last week Charles G. Mortimer, vice president of General Foods and one of the originators of the advisory council plan, said he saw a need for qualitative investigation of present radio acceptability to the public.

"There has been a lot of criticism, much of it allegedly from the public, about radio," he said. "It seems desirable to dig into the smoke and see how much fire there is."

Mr. Mortimer suggested a parallel to broadcasting's present position. "Nowadays," he said, "the enlightened manufacturer finds out what the public wants before he begins to produce an article. He doesn't try to sell something he *thinks* the public wants."

When Mr. Mortimer, Frank Stanton, CBS president, and F. B. Ryan Jr., president of Ruthrauff & Ryan, the three executives who originally suggested the formation of the council, were first discussing the plan, they realized that now "there was no one organization in which all parties of interest were devoting themselves to the improvement of broadcasting in the public interest in order for broadcasting to continue as an advertising medium," Mr. Mortimer said.

Thus, a tripartite council, composed of representatives of broadcasting, advertising agencies and advertisers seemed to be needed," he said.

Research Undetermined

The specific types of research the council ought to undertake and the specific functions it ought to perform, Mr. Mortimer said, were matters for decision by the organizational committee, whose chairman is Edgar Kobak, president of MBS.

The first meeting of the organizational committee has not yet been called. Mr. Kobak, whose responsibility it is to convene the committee, was out of New York last week.

NAB Committee Heads

CHAIRMEN of public relations committees in two NAB districts were named last week to serve in 1947. They are G. F. Bauer, WINN Louisville, for District 7; William Wyse, KWBW Hutchinson, Kan., for District 12. Previously appointed were: District 3, Joseph C. Burwell, WMBS Uniontown, Pa.; District 4, G. Richard Shafto, WIS Columbia, S. C.; District 5, John Fulton, WGST Atlanta; District 6, Harold Wheelahan, WSMB New Orleans; District 9, Merrill Lindsay, WSOY Decatur, Ill.; District 10, Buryl Lottridge, WOC Davenport; District 11, F. Van Konynenburg, WTCN Minneapolis; District 13, Louis Breault, KRIC Beaumont, Tex.; District 17, Richard E. Green, KOMO Seattle.

CODE COINCIDENCE

Mutual Network Executives Lead Two Drives

TWO top executives of Mutual network spearhead two separate drives to vest the broadcasters with a set of industry standards.

Edgar Kobak, MBS president, is chairman of the organizing committee charged with setting up an agency-advertiser-broadcaster cooperative agency to maintain high advertising standards.

Robert D. Swezey, MBS vice president and general manager, is chairman of the NAB Special Standards of Practice Committee which will meet March 31 to start the job of writing a new code.

Active in both groups are Justin Miller, NAB president; A. D. Willard Jr., executive vice president; and Don Petty, general counsel.

Court Criticizes FCC Hearing Denial

Charges Clear Channel Issues Should Be Settled First

FCC'S policy of granting daytime stations without hearing, though they clip service area from clear-channel outlets, drew a judicial lashing from the U. S. Court of Appeals for the District of Columbia during the first legal test of the Commission's course of action.

In hearing the appeal of WJR Detroit from the nonhearing grant Oct. 22 to Tarboro Broadcasting Co. (now Coastal Plains Broadcasting Co.) for a new 1 kw daytime station at Tarboro, N. C., on 760 kc, the court last Thursday took up the first of a series of clear-channel appeals from similar FCC grants.

The judicial crackdown came as Max Goldman, chief of the FCC Litigation Section, was explaining that the pending clear-channel hearing is a legislative procedure in which higher power—perhaps as high as 750 kw—and redefinition of clear channels are issues.

Justice E. Barrett Prettyman, former general counsel of the Bureau of Internal Revenue, and for many years District of Columbia corporation counsel, observed: "But you do have a pending clear-channel hearing. If you start granting stations all around then you have in effect prejudged the clear-channel hearing. It makes no difference whether it is a legislative, quasi-judicial or judicial hearing."

As the FCC counsel continued explaining why the Commission could not suspend its vast business program to protect a specific right, Chief Justice D. Lawrence Groner said: "I can't understand why the FCC doesn't wind up the clear-channel hearing before making these grants." Mr. Goldman explained that the war is the main factor, and that the hearing involves a vast amount of research and argument.

At this point Justice Prettyman said: "He (WJR) only wants the right to be heard. In 25 years administrative experience I have yet to hear one good reason for denying a hearing. I have never heard of a single good result that came from refusal of a hearing by an administrative agency."

Justice Bennett Champ Clark also questioned failure to grant WJR the right to be heard in a case involving interference in its service area.

Though the court was highly critical of the Commission's denial of hearing to WJR, it showed interest in the FCC contention that WJR was refused hearing because FCC rules provide protection only within the 100 microvolt-per-meter contour. WJR's claim of interference is based on distant Michigan points receiving a 32 uv/m signal as against the FCC's 100 uv/m minimum. WJR contended that its signal was the most heard in the area though not the most powerful, and that low noise level was an important factor.

All three judges were concerned

(*Continued on page 81*)

Presentation of duPont Awards

KEY FIGURES in fifth annual Alfred I. duPont awards presentation ceremonies at New York's St. Regis Hotel March 8 were (l to r): E. K. Gaylord, president of Oklahoma Publishing Co., which owns WKY (winner of duPont award for 1946 for stations of 5 kw power or less) and is affiliated in ownership with KLZ Denver and KVOR Colorado Springs; B. J. Palmer, president of Central Broadcasting Co., owner of WHO Des Moines (award winner among stations of more than 5 kw power) and WOC Davenport; Mrs. Jessie Ball duPont, widow of financier in whose memory awards were established; Elmer Davis, ABC commentator, who received 1946 duPont award for his outstanding reporting and interpretation of news; and Dr. Francis P. Gaines, president of Washington and Lee U., chairman of awards committee. Mr. Gaylord and Mr. Palmer represented WKY and WHO, respectively, in accepting the awards for those stations.

Stern Urges Freedom for Opinion Molders

Should Be Allowed, Not Made, to Join Unions, He Says

By J. DAVID STERN
Ex-Publisher 'Philadelphia Record'

Mr. STERN

BIGGEST BLOW to unions in public opinion moulding fields was the summary and courageous action of J. David Stern, liberal publisher of *Philadelphia Record* and *Camden Courier* and *Post* last month in selling those properties, suspending publication, because he could no longer stand gaff of strikebound operations. WCAU Philadelphia also was sold to *Philadelphia Bulletin*. Because biggest problem facing radio aside from its freedom on parity with the press is labor, BROADCASTING asked Mr. Stern what in his view could happen in radio if the craft union concept is diluted. He hits straight from the shoulder in the accompanying letter to BROADCASTING.

IN ANSWER to your inquiry of Feb. 13, I am in favor of industrial unionization under certain circumstances.

Where the overwhelming majority of workers are doing very definite mechanical jobs, are in the same wage bracket and of approximately the same skill, I see no objection to industrial unionism.

On the other hand, where some of the workers are highly skilled while the majority is not, industrial unionization is out of place. To give a concrete example:

$100 Minimum

The Philadelphia-Camden units of the American Newspaper Guild struck my newspapers—the *Philadelphia Record*, *Camden Evening Courier* and *Camden Morning Post*—for a minimum of $100 per week for reporters.

That is what the public heard about.

But what was not emphasized was that the Guild also demanded a minimum of $100 for telephone advertising solicitors. This latter work requires no stenographic or business training—only eighth grade efficiency in writing legibly and accurately. The average pay for this kind of work in the Philadelphia area is $30. The highest pay is $35—by one big department store chain.

By coincidence we had exactly the same number of classified advertising telephone solicitors as senior reporters—22. The senior reporters were averaging more than $90 a week. The classified advertising telephone solicitors were averaging $41 (had been offered $46). It was the classified advertising telephone solicitors, many of whom live at home and look forward to marriage as a career, that were most provocative in their insistence on a strike. The clerical force—bookkeepers, clerks, stenographers, secretaries, copyboys and copygirls—outnumbered the professional newspaper workers—editors, reporters, rewrite men, copyreaders, photographers and artists—more than two to one.

The clerical workers are in a position to find employment in any business in this territory. The professional newspapermen and women are limited to a few newspapers, magazines and advertising agencies where their peculiar skills would be appropriate.

It is a paradox of unionism where you try to unite such diverse interests and accomplishments under one leadership. Industrial unionization is appropriate for a great automobile factory where 90% of the workers are on the production line. It is obviously inappropriate for a publishing business or a radio station.

This was clearly demonstrated when the Guild actually went on strike. The copyboys and copygirls, average age 20, who had faithfully attended Guild meetings and had been most loyal to Guild leadership, now became the captains of the picket line and the leaders of the strike. These kids were ordering around men like our financial editor, Joe Livingston, a recognized authority who formerly served as economist for WPB; Charles Lee, our book editor and formerly of the English staff at the U. of Pennsylvania, and so forth.

The top leaders of the strike were the incompetents who had never made good in the editorial and advertising departments. They vented their venom not only on management but on the competent members of the staff who had made good.

I am writing you this as a warning to the skilled members of the radio profession. If they allow themselves to be drawn into an industrial union, they may find themselves subjected to the same humiliating experience.

I would like to reiterate my suggestion to the House Education and Labor Committee: that no molder of public opinion should be compelled to belong to any association. This was erroneously reported, and later corrected, by the Associated Press, The AP's original report was to the effect that I advocated that molders of public opinion should be prohibited from belonging to any union.

That is just the opposite of what I said.

I want to accord opinion-formers the utmost freedom,—to belong or not to belong to any organization. I think such a law is essential to preserving a true freedom of speech and of the press.

Half-Wave Towers Asked for Locals

NAB Group Sees Wider Coverage; Suitable For FM Outlets

By J. FRANK BEATTY

NAB last week opened the way for strengthening of signals of local stations (Class IV) through use of half-wave instead of the prevailing quarter-wave antennas. Its action came at a meeting of the Engineering Executive Committee, which discussed with FCC engineering executives the widespread belief that locals can use only quarter-wave antennas.

This misunderstanding has no factual basis, apparently having arisen from the fact that many engineers have installed quarter-wave antennas as a standard package. FCC's regulations and standards have no such limitation.

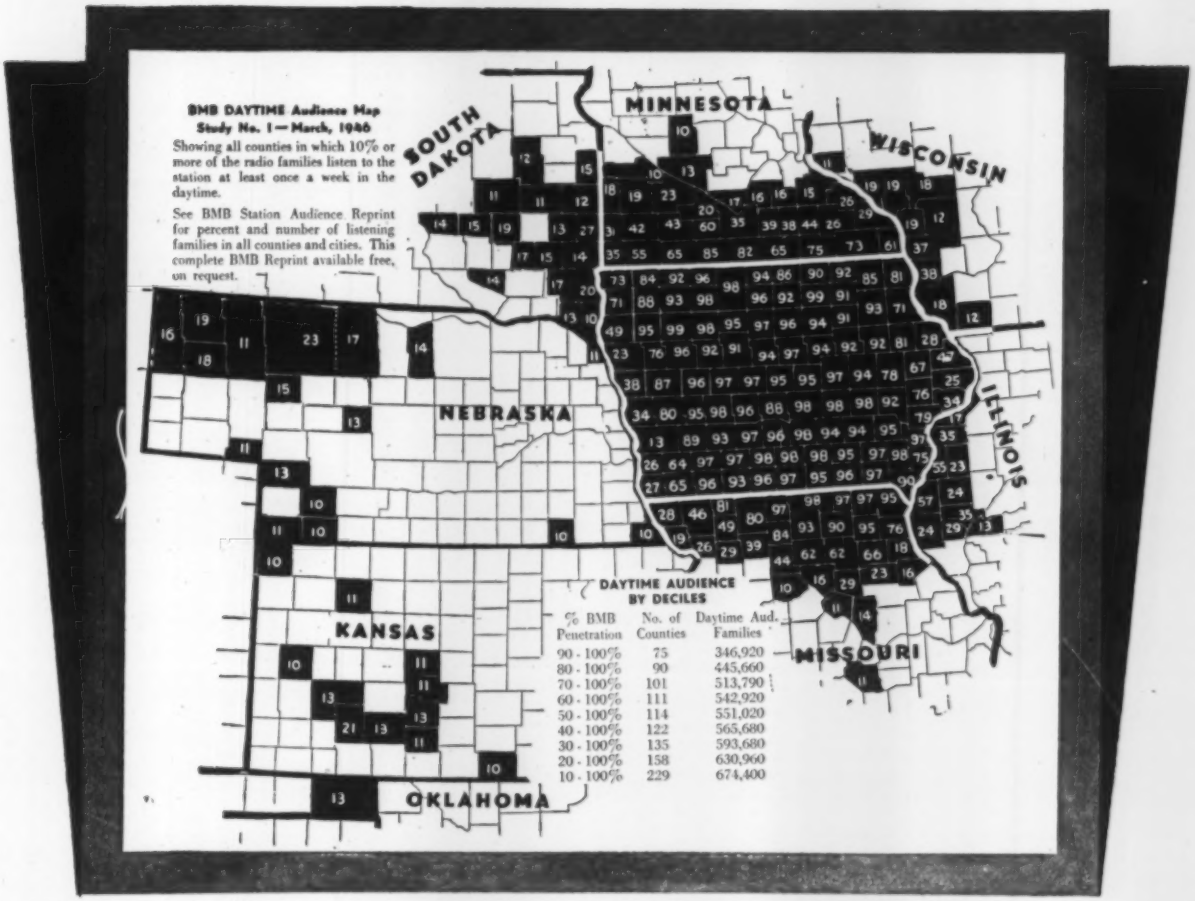
FCC engineers informally indicated they were not opposed in principle to the use of higher antennas and better ground systems to improve coverage of locals, whose total number is rapidly soaring toward the 1,000 mark. These towns in general will be suitable for FM radiation in case of joint AM-FM operation.

The NAB committee also went on record with a recommendation that the FCC make certain it is adhering to its own Standards of Good Engineering Practice in granting new stations and improved facilities for existing stations.

Though broadcasters generally have been complaining about degradation of their signals as a result of the wholesale granting of new outlets, the engineering group merely went on record with a note of caution. A majority of the committee took the position that degradation at this point is an economic

(*Continued on page 79*)

WHAT'S NEW in the technical side of radio, and what to do about it, was discussed March 10 at a meeting of the NAB Enginering Executive Committee. Attending were (l to r): Howard S. Frazier, Frazier & Peter, former NAB engineering director; G. Porter Houston, WCBM Baltimore; A. D. Willard Jr., NAB executive vice president; C. E. Arney Jr., NAB secretary-treasurer; Orrin Towner, WHAS Louisville, chairman; James Ebel, WMBD Peoria; Oscar Hirsch, WKRO Cairo, Ill.; T. A. M. Craven, Cowles stations; Roland C. Hale, WCOP Boston.


BMB DAYTIME Audience Map
Study No. 1—March, 1946
Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime.
See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.
SOUTH DAKOTA
MINNESOTA
WISCONSIN
ILLINOIS
NEBRASKA
KANSAS
MISSOURI
OKLAHOMA
DAYTIME AUDIENCE BY DECILES
% BMB Penetration | No. of Counties | Daytime Aud. Families
90 - 100% | 75 | 346,920
80 - 100% | 90 | 445,660
70 - 100% | 101 | 513,790
60 - 100% | 111 | 542,920
50 - 100% | 114 | 551,020
40 - 100% | 122 | 565,680
30 - 100% | 135 | 593,680
20 - 100% | 158 | 630,960
10 - 100% | 229 | 674,400

BMB REPORT PROVES WHO'S COVERAGE

The map above shows WHO's daytime county figures from the BMB Report, in Iowa, Minnesota, Wisconsin, Illinois, Missouri, Kansas, Oklahoma, Nebraska and South Dakota—in "Iowa Plus".

Taking it from any angle you wish, this data is convincing proof that WHO is widely listened-to in one of the nation's most vital marketing areas.

WHO has a daytime BMB audience of 674,400 families. It has 22 of the 30 most popular network and local shows in Iowa, and an established daytime audience in which 49.5% of the State's families "*listen most*" to this one station, according to Dr. F. L. Whan's 1946 Iowa Radio Audience Survey. It has an outstanding record of enlightened public service. *Therefore WHO is obviously your best radio buy in Iowa.*

Ask us or Free & Peters for data on any subject which in your opinion is required to prove WHO's *values* for the advertiser, the listener, or the public welfare in general.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President ● J. O. Maland, Manager

Free & Peters, Inc., National Representatives

KSTP Sale Probed as Hearing Opens

Final Decision Before Thursday Assured By Option

CLOSE SCRUTINY was given financial details of President Stanley E. Hubbard's proposed $825,000 purchase of the remaining 75% of KSTP St. Paul and his option to Aviation Corp. for retransfer for $1,200,000 as FCC opened hearings Thursday on Mr. Hubbard's bid and the rival offer of a group of Minneapolis-St. Paul businessmen.

A final decision by the Commission not later than March 20—next Thursday—was assured since Mr. Hubbard's purchase agreement and the option to Avco will expire if the transfer has not been approved by that date. To avoid the need for a proposed decision, the Commission sat *en banc* to hear the case.

The entire first day's session was devoted to presentation of evidence on behalf of Mr. Hubbard, who is founder, president, general manager and 25% owner of the 50-kw KSTP. Friday was spent in presentation of evidence on behalf of I. A. O'Shaughnessey and associates and the Thomas Hamm Brewing Co., who matched Mr. Hubbard's $825,000 bid for the station under the Avco Rule. Brief oral arguments for both applicants followed.

Charges 'Trafficking'

Fontaine Bradley, Washington attorney for the rival bidder, contended Mr. Hubbard's proposals involved "trafficking in stations" since Mr. Hubbard would acquire 75% interest for $825,000 and has given Avco, which advanced $850,000 to him to make the purchase, an option to buy 75% interest six months later for $1,200,000. At one point Comr. E. K. Jett said he did not agree with the "trafficking" theory.

Spokesman for the competitive bidders said that they thought Mr. Hubbard and his staff had done a "good job" operating KSTP, that their primary interest in the proceeding was to retain control of the station in the St. Paul-Minneapolis area, and that they would have filed no application had Mr. Hubbard secured his financial backing from local interests.

A charge of violation of Minnesota's Blue Sky Laws by the local, unincorporated group was raised by Mr. Hubbard's counsel Friday. The claim was denied by spokesmen for the local group, who said the State Securities Commissioner had given informal assurance that there was no such violation. Francis D. Butler, counsel for the Shields-Brown estates which are selling the 75% interest, raised the question whether the estates, should they sell to the local group, might not be subject to demands for a refund in event Blue Sky Law violation is ever found by the courts.

Mr. Bradley argued that Avco would actually control the station during the six months in which it is deciding whether to exercise the option, and that therefore the transfer to Mr. Hubbard is "nominal." The option agreement permits Avco to name one director of the station during this interim period, he pointed out, maintaining that Mr. Hubbard's directors would vote as the Avco director wished for fear the option would not be exercised.

In reply James D. Shouse, president of Crosley Broadcasting Co. (WLW Cincinnati and WINS New York) and vice president of Avco, the parent of Crosley, testified that Avco would waive the right to name a director during the interim period; that Avco had made no effort to influence KSTP affairs, and would not do so during the interim period.

Mr. Shouse said Avco would "like very much" to enter radio in the St. Paul market but that the board of directors had not yet considered whether the option will or will not be exercised in event the transfer to Mr. Hubbard is approved. He said that at this time he probably would recommend that Avco purchase the stock, but that he did not know what recommendation he might make six months hence. The option, it was pointed out, provides that Avco may acquire 75% between the sixth and seventh months after approval of the transfer to Mr. Hubbard.

Under cross-examination by Vernon L. Wilkinson, FCC assistant general counsel, Mr. Hubbard testified that in making plans to acquire the station he was considering broadcast service, not profit. "I don't even think of profit," he declared.

Questioned from the bench, he said he would finance the purchase himself if Avco chose not to use its option, and that he thought it would be "fitting and proper" for the Commission to approve the transfer to him on the condition that in so doing it was not passing upon the option to Avco.

Hubbard Questioned

Mr. Hubbard was questioned in detail about methods he would use in financing the purchase if Avco did not use its option or if the Commission denied transfer to Avco. He replied that in 13 months, when the loan to Avco became due, KSTP would have $683,000 available and that the remainder could be secured from bank loans or loans from individuals.

Asked whether he tried previously to raise the $825,000 purchase price, he said he had been able to get commitments "but not under favorable conditions." One bank, he said, wanted 25% of common stock as a bonus. A similar condition was stipulated by an individual who agreed to advance the money, he declared. Now, he asserted, "conditions have changed," so that when

(*Continued on page 92*)

U.S.-Controlled Broadcasts Hit

Zenith Head Seeks End To Shortwave Programs Of State Dept.

OPPOSITION TO Government plans to enter permanently into the international broadcasting business was expressed by Zenith Radio Corp. President E. F. McDonald in a letter received by members of Congress, Secretary of State George C. Marshall and President Truman, Thursday.

Both in the interests of economy and true world understanding of America the State Dept., he said, should be "compelled" to cease its present international radio operations which bring *Voice of America* programs in 25 languages to all parts of the globe.

There is no profit, he wrote, in trying to sell the idea of American freedom, when programs, broadcast on U. S. Government controlled facilities would immediately acquire the stigma of propaganda which "will only serve to arouse resentment and skepticism of all things American."

The attack on "bureaucratic" radio came on the eve of expected presentation by the State Dept. to Congress of its carefully-planned proposal for an International Broadcasting Foundation, a plan tacitly endorsed by Secretary of State Marshall [BROADCASTING, Feb. 10].

Mr. McDonald charged that the Foundation was merely a "sugar coated" device to permit the Government to "run the show just as firmly as the British Government runs propaganda through BBC."

He asserted that both in talent and experience industry is much better equipped to "sell American ideals and the American way of life than could any number of pontifical presentations of the unvarnished truth, such as the State Dept.'s much publicized broadcasts to the Soviets."

Mr. McDonald's letter was the first widely distributed information the 80th Congress has had on the International Broadcasting Foundation since it was first broached on Capitol Hill during executive hearings before a Senate Appropriations Subcommittee hearing last year [BROADCASTING, June 24, 1946] when the State Dept. money requests for overseas broadcasting were being weighed.

Government rebuttal to Mr. McDonald's objections will come when Congress receives a general memorandum from the State Dept. proposing establishment of the Foundation to assume responsibility for all American overseas broadcasting functions, which Assistant Secretary of State William Benton

(*Continued on page 82*)

Benton Says Zenith Control Plan Would Be 'Inadequate'

CONTROL of international broadcasting by private enterprise, urged by Zenith Radio Corp. president E. F. McDonald (see story this page), "would have been totally inadequate" declared Assistant Secretary of State Benton in a reply to Mr. McDonald's letter to Congress published last Wednesday in the *Congressional Record*.

In a statement given to BROADCASTING Friday, he declared: "Commander McDonald will find, if he inquires, that this fact is generally admitted by those who have studied the problem and are best informed about it."

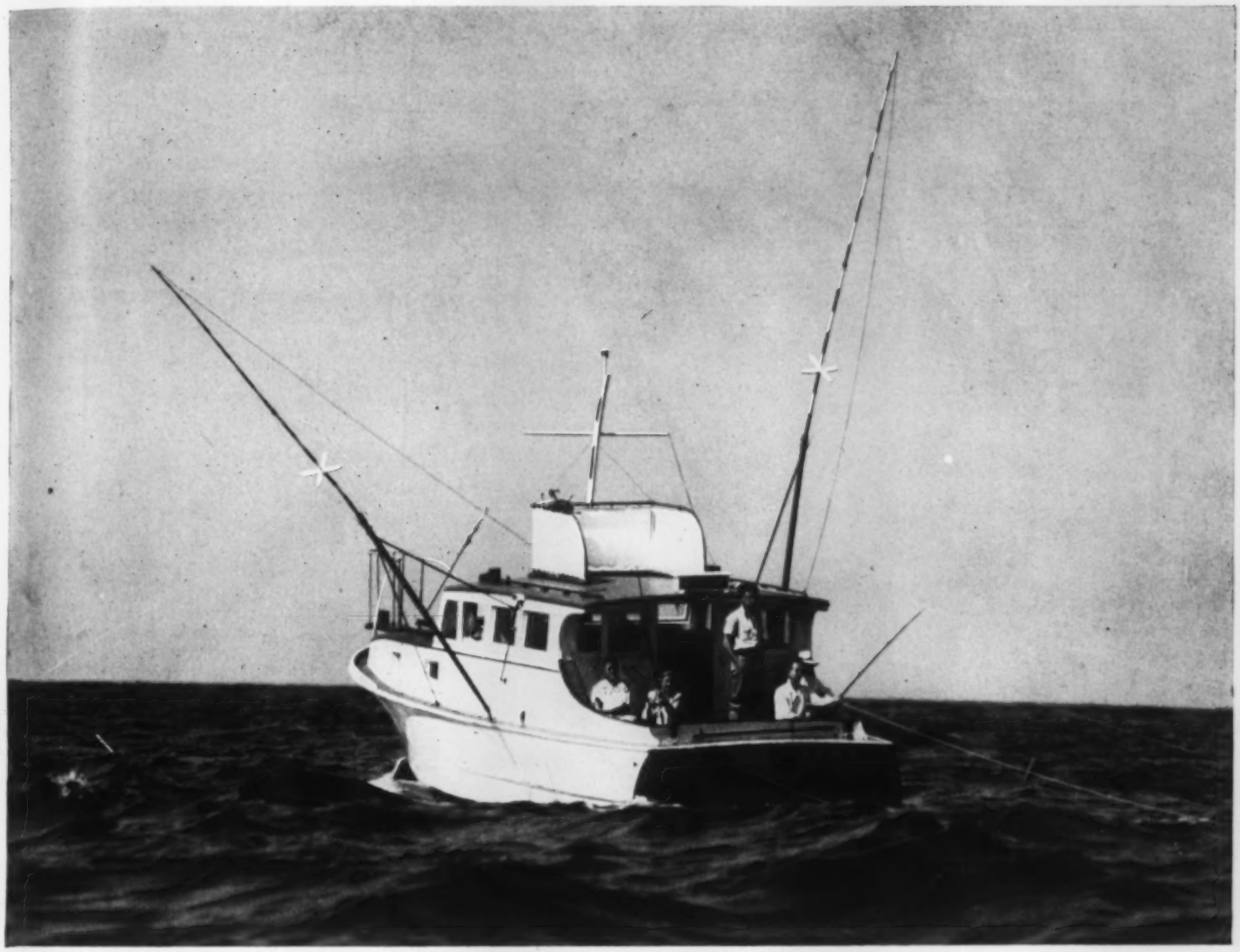
He also asserted that a proposed International Broadcasting Foundation, criticized by Mr. McDonald as "unnecessary Government competition with private enterprise," will take international broadcasting out of the State Dept., although he did not elaborate on the role given to Government in the Foundation's policy and procedure.

Said Mr. Benton: "The substance of the plan was approved by Secretary Marshall the day he left for Moscow. The plan is now being reviewed by the Bureau of the Budget. It covers or implicitly answers some of the points raised by Commander McDonald." This was first official acknowledgment of existence of the plan, disclosed by BROADCASTING almost a year ago [BROADCASTING, June 24, 1946].

Mr. Benton credited Commander McDonald with giving "voice to many ideas which I held before I joined the government and found myself responsible for the men handling our international broadcasting."

He added, however, that his own ideas "have greatly changed as a result of carrying this responsibility," and expressed belief that Commander McDonald's ideas "would have changed also if he had been exposed to the operating and

(*Continued on page 92*)



Gulf Stream

That's a publicity picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warming Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That's not a bad picture and story example for one of our W-I-T-H points.

Down here we've built not one business . . . but quite a few! And we didn't depend on the laws of nature, either.

Hard work . . . good programming . . . good engineering . . . this is the trio that enables W-I-T-H to deliver more listeners-per-dollar-spent than any other station. And this is a 5-station town.

If you want to join other outfits looking for warm-weather sailing in sales volume in the 6th largest city . . . W-I-T-H in radio is the way to do it.

Put W-I-T-H on that list . . . and you'll hook the listening audience that can buy.

W·I·T·H

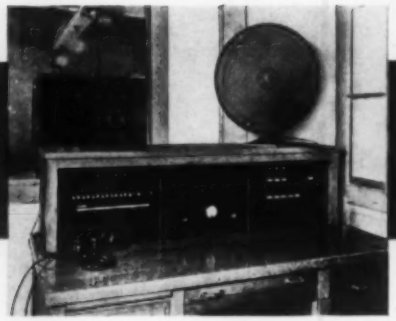
AM and FM

BALTIMORE 3, MD.

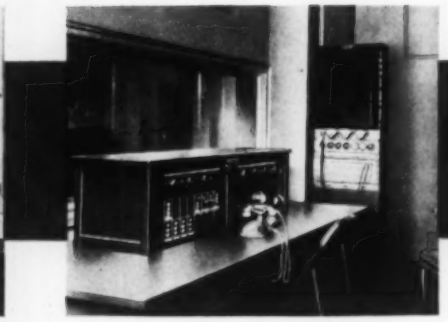
Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Why this team is out

1922. *One of the earliest audio systems,* shown here at WWJ, Detroit, used a Western Electric 8-type amplifier, with keys, jacks and plugs provided for line selection and output switching.

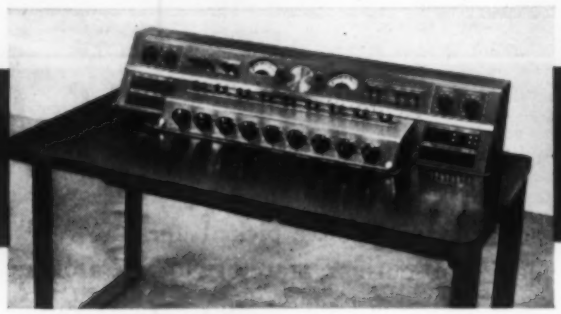


1926. *The first coordinated speech input system* was this Western Electric 7A, with all controls in a wooden console mounted on a desk. First to use rectified a-c for plate supply.



1929. Studio control equipment installed in the first New York studio of the Columbia Broadcasting System. *This was one of the first custom-built audio systems.*

1939. This custom-built audio console for WOR was the *first commercial type meeting all requirements for FM use.* It provided circuits and equipment to meet specific operating conditions. The tailored metal desks mounted amplifiers, control and switching equipment and turntable units—all within easy reach of the operator.

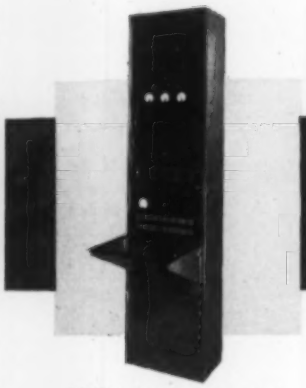


1946. The 25B console is an improved, enlarged version of the 25A, introduced in 1942. For either FM or AM use, the 25B provides two channels and controls two FM or AM programs simultaneously. This new equipment is compact, rugged and modern in appearance. Ease of control, instant accessibility, plug-in cable connections and a frequency response of ±1 db, 50 to 15,000 cycles are some outstanding features.

— QUALITY COUNTS —

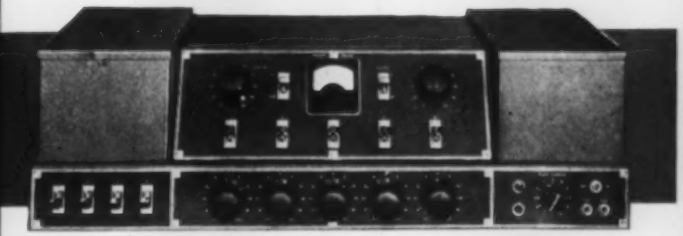
Distributed by GraybaR
OFFICES IN 93 PRINCIPAL CITIES

t front in Broadcast Audio Systems

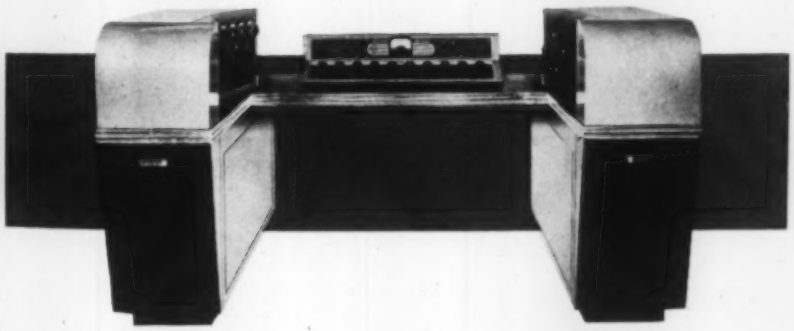


1931. This smartly styled 9A audio equipment was the *first all a-c system.* All controls in a single panel; frequency response stepped up to 10,000 cycles.

1933. The factory-assembled 700 series was *the earliest to use recessed panel construction,* interchangeable for rack or cabinet mounting. For multiple channel operation, several panels were combined.



1936. The all a-c, console type, self-contained 23A studio control equipment introduced a brand new style for standardized studio units. *First studio system to use stabilized feedback.* The current 23C, with frequency response to 15,000 cycles, is widely used in AM and FM broadcasting.



1947. Typical of the custom-made broadcast audio systems being produced by the Bell Laboratories-Western Electric team is this up-to-the-minute custom console designed for KHJ, Hollywood. Custom-built equipment such as this is engineered to meet completely requirements of any station and provides the most flexible, versatile method of program control.

Ever since the Laboratories' scientists designed and Western Electric produced the first high power commercial broadcast transmitter and provided the audio facilities to go with it, this same team has pioneered in broadcast audio systems. Years of experience in the production of telephone amplifiers and switching equipment have given Bell Laboratories and Western Electric a head start in the broadcast audio facilities field—and constant research has kept them ahead.

When you need speech input equipment—for studio or portable use, standard console or tailor-made, AM or FM or both—look to Western Electric.

BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

You can't cover California's Bonanza Beeline without on-the-spot radio

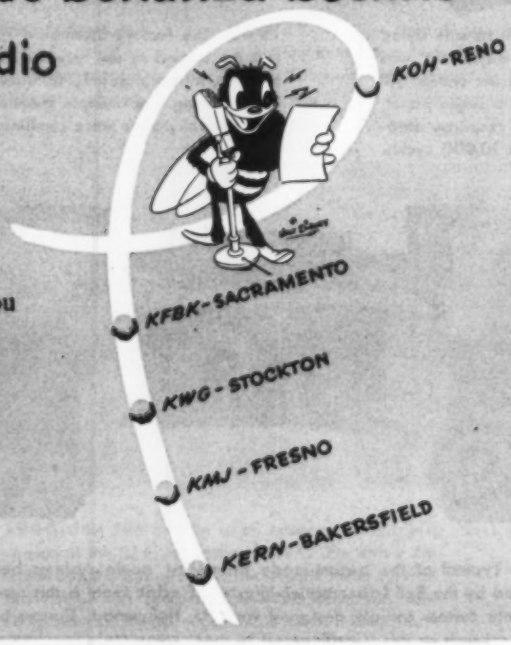
Bonanza market of the golden west . . . that's the Beeline! Yes, here in California's prosperous central valley and in the rich Reno-corner of Nevada, per capita retail purchases top the U.S. average by 35%.†

But Beeline people live in a land ringed by mountains—mountains that stop most outside radio signals. To radio-sell these big spenders, you need on-the-spot radio.

That means the five BEELINE stations. As a group they deliver interlocking coverage of this whole 2 Billion Dollar market. And each is the favorite station of its area. KWG Stockton, for example, rates tops with farmers in the nation's fourth fattest farm county.

Not a network or a chain, the BEELINE stations can be bought any way you want. Check Raymer for all the facts.

†*Sales Management's 1946 Copyrighted Survey*



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA — PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Moscow Eases Its Ban on Broadcasts

U. S. Radio Men Allowed to Air News of 4-Power Conference

AMERICAN radio correspondents in Moscow were able to broadcast to the U. S. last week for the first time since the Soviet Union imposed a complete ban on foreign broadcasts four months ago [BROADCASTING, Nov. 11]. Moreover, NBC claimed that its report from Henry Cassidy on Monday was the first uncensored radio program ever made from the U. S. S. R.

Lifting of the ban was applicable only to news about the four-power Conference of Foreign Ministers which opened last Monday. And, according to network news chiefs in New York, there is no indication at this time that broadcasts would continue after the conference.

On his broadcast Mr. Cassidy said that "the American delegation is convinced that the previous promise of freedom of reporting from the conference made in New York by Mr. Molotov is being fulfilled. This seems to create a pleasant atmosphere before the conference." CBS' Howard K. Smith also referred to the relaxing of the ban and reported that the Soviets "had made a significant contribution toward better relations by permitting free broadcasts." Edmund Stevens, of ABC, did not refer to the subject in his report, and MBS' William Fulton was unable to broadcast at all on opening day because of accreditation difficulties.

NBC plans Moscow pick-ups on the 8 a.m. and 7:15 p.m. world news programs; CBS will air a two-minute spot on the 8 a.m. show and probably several others to be announced later; ABC will utilize its 8 a.m. and 7 and 11 p.m. broadcasts for conference reports; MBS, however, said no definite programs were scheduled but correspondents would be aired on regular programs or under special set-ups in the case of big developments.

Ecuador Modernizes

ECUADOR has become first country in South America to inaugurate modernized radio-telegraph facilities. New system eliminates decoding of messages at "gateway" cities, handling them in form suitable for immediate delivery to addressee.

KWIN Resumes

KWIN Ashland, Ore., forced off the air when fire destroyed its studio-transmitter building Dec. 20, 1946, was scheduled to resume broadcasting March 9. Station, owned by Rogue Valley Broadcasting Co. and operating with 250 w on 1400 kc, plans a formal opening of its new building within a few weeks, Bob Reinholdt, general manager, states. The new structure is of the same size as the one destroyed by fire but the floor plan has been changed.

THAT'S a gold-plated spade that D. W. Thornburgh (l), CBS vp, and Edward Wallerstein, Columbia Recording Corp. president, are examining. The spade broke the ground for the new $1,000,000 CRC Hollywood record plant. Over 250 radio, film and music personalities were present at a luncheon March 6 which preceded the ceremonies at the site of the new plant on Robertson Blvd. An estimated 30,000,000 records will be produced annually in the plant.

WKAP, Daytime Outlet Takes Air at Allentown

WKAP Allentown Pa., one of the Rahall group of stations, went on the air March 8 as a daytime independent outlet with 1 kw on 1580 kc. Station will carry a large number of local live shows, according to Robert D. Buchanan, commercial manager of the Rahall group. First day's programming included 11 live shows, one a remote from Allentown and two remotes from Bethlehem; three 15-minute newscasts; nine 5-minute newscasts; and three women's programs.

Staff of the new station includes four announcers and a woman's editor. WKAP, which contemplates building studios in Bethlehem in the near future, is the third Rahall station to open. The two others are WWNR Beckley, W. Va. and WNAR Norristown, Pa.

Stations are owned by N. J. Rahall and Bros. N. Joe and Sam G. Rahall are in the retail clothing, publishing and public transit business, while Farris E. and Dean F. Rahall are engineers. All four of the brothers are war veterans.

WRGA Launches Its FM At Rome, Ga. (100.9 mc)

WRGA Rome, Ga., has launched its FM station, John W. Quarles, president of Rome Broadcasting Corp., licensee, announces. Present operating schedule is from 3-9:15 p. m. daily.

The station is on channel 265 (100.9 mc). It began broadcasting with slightly reduced power with the expectation that it would soon be on full power of 1400 w, according to Mr. Quarles. Transmitter and studios are atop Mount Alto near Rome.

3 new top "BUYS" in Buffalo

Western New York's biggest daytime radio map is the "new" WGR's.

And Buffalo's newest daytime sensations are Ralph Snyder's and Billy Keaton's two fast-moving disc shows...

From 7 a.m. to 10 a.m.

Monday through Saturday. "The Ralph Snyder Show" in quarter hours of music.

From 3:30 p.m. to 4:30 p.m.

Monday through Saturday, "Meetin' with Keaton" in 10-minute periods of music.

At night—following the evening's parade of Columbia's stellar shows—is a new hour and a half featuring the deep, pleasing baritone delivery of Martin Tobin—

From 11:30 p.m. to 1:00 a.m.

Monday through Saturday, "Martin Tobin's Tune Time" in 15-minute periods of danceable music.

Big things are on the air now that WGR—Buffalo's oldest station—is under the new ownership of Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry. Watch WGR!

Columbia's Basic Outlet

WGR 550 kc *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

30-kc Separation Issue Reviewed

3 More Engineers Testify On Behalf of Rochester 650-kc Applicant

FCC was assured by three consulting engineers last week that AM stations may operate only 30 kc apart in the same city so long as their 250-millivolt-per-meter contours do not overlap.

The assurance came from Lester H. Carr, Frank H. McIntosh, and A. Earl Cullum Jr., who appeared on behalf of Liberty Broadcasting Co. as the Commission completed its hearing and oral argument on proposed AM engineering standards relating to channel separation. Liberty Broadcasting is an applicant for a new station at Rochester, N. Y., on a frequency (650 kc) only 30 kc removed from an existing Rochester station (680 kc).

The engineers' testimony coincided in principle with that of two other engineers who appeared on behalf of Liberty Broadcasting in the March 7 session of the hearing: John F. Byrne, engineering director of Airborne Institute Labs, and James O. Weldon, consultant [BROADCASTING, March 10].

FCC's proposed standard would permit assignments in the same area on 30-kc separation provided the stations' 25 millivolt contours would not overlap, which in effect would preclude grants on 30-kc separation in the same city but permit it in many instances where adjacent cities are involved. Present policy is against same-city assignments on less than 40-kc separation.

It appeared likely, as the hearing was completed Monday, that no decision on the proposed rule would be forthcoming before April 1 at the earliest. Whether further tests would be called for, as indicated in the March 7 opening session, was regarded as questionable. Tests which have been under way in Philadelphia-Camden and Washington-Bethesda have been cancelled.

Authorities appraised the two days' testimony as indicating that superheterodyne receivers generally will separate signals only 30 kc apart while older, less expensive sets are less likely to do so. Whether FCC should "protect" the owners of old and inexpensive sets by insisting upon standards which will cause them no further interference problems was regarded as a major question for the Commission to decide.

It was also pointed out that 30-kc separation, particularly on the 250-millivolt standard, might be considered as a step toward degradation of the standards of service.

Testimony indicated that the major factors to be considered are (1) intermodulation between transmitters; (2) receivers, and (3) external cross-modulation. In general, Messrs. Carr, McIntosh, and Cullum agreed that intermodulation problems could be solved by the use of relatively simple filters, that the average receiver could make a three-channel separation successfully, particularly if the receivers are located outside the blanket areas of the stations involved; and that the difference between 40 and 30-kc separation is mainly "academic" so far as external cross-modulation is concerned.

Gustav B. Margraf, representing NBC, expressed a feeling that if 30-kc separation is permitted the new station should be required to assume the main responsibility for correcting any interference problems that arise.

At the March 7 session, several engineers recommended that the Commission use caution in authorizing 30-kc separation and argued that considerably more experimentation is desirable. These included Frank Marx, ABC engineering director; William S. Duttera, NBC staff allocations engineer, and John H. DeWitt, consulting engineer, who appeared as an individual.

E. M. Johnson, engineering director of MBS, anticipated no appreciable trouble with 30-kc separation if the 250-millivolt contours do not cross, and Paul A. DeMars, consultant, suggested that two stations —but not three—might be assigned 30-kc apart in the same area provided their transmitters are close together and their signal intensities are similar in given areas.

Mr. Carr said it might be advisable, if the 250-millivolt standard were adopted, to provide that the transmitters involved not be located inside specific contours so as to prevent disparity of their signal strengths, but that he did not regard this as absolutely necessary.

Mr. McIntosh said the "only thing to be gained" by 30-kc separation would be additional stations; that even within the blanket areas of the stations involved listeners would be able to receive at least as many stations as before, and that other listeners would be able to receive two whereas they received only one before.

The hearing was held before the Commission *en banc*. A. Harry Becker was Commission counsel.

Joins NBC

KXLK Great Falls, Mont., joined NBC March 9 as the network's 166th station. Owned by the Great Falls Broadcasting Co., the station operates on 250 w and 1400 kc on a local channel.

CONTACT MAN

This salesman has plenty of confidence. He should have because he represents 1,094 wholesale houses in the Nashville area and sold $210,953,000 for them before he went to war . . . That's a lot of business—but he's doing even better now . . . Nashville's retail market is going ahead with him . . . Retail sales here were up to $356,977,000 in 1944 . . . So plan your campaign now to reach your share of the buying audience in this above-average market who listen regularly to favorite shows broadcast over WSIX.

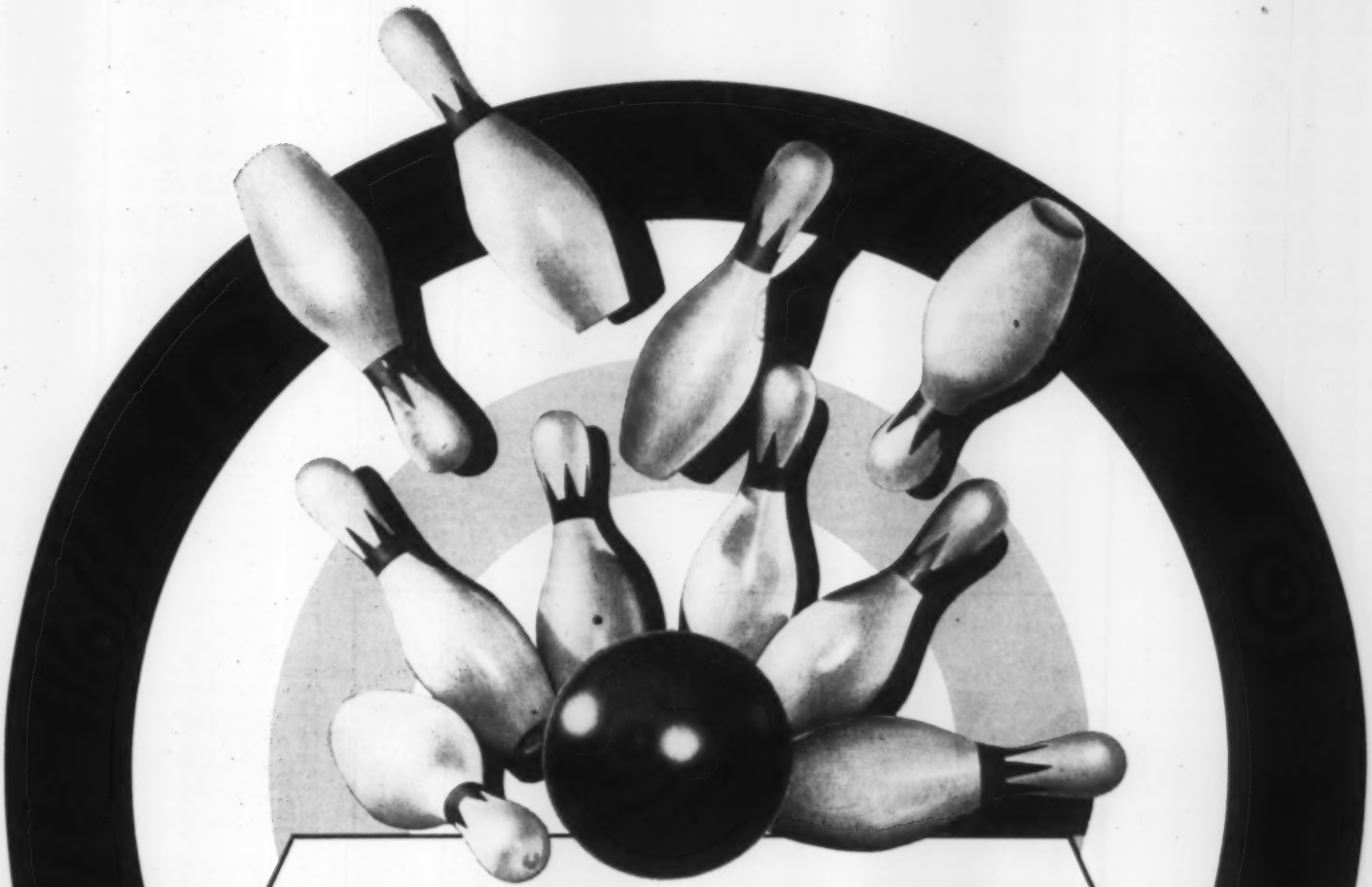
AMERICAN • MUTUAL

5,000 WATTS • 980 KILOCYCLES

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy



ON TARGET

The novice soon discovers that there's more to a "strike" than meets the eye. Timing, impact, and follow-through—marks of the expert—distinguish each Weed and Company representative.

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD

News Interne Plan to Be Widened

Press Services to Take Part in Summer Project

RADIO news interneship plan, sponsored by the NAB and the Council on Radio Journalism, will be operated for the third successive year, according to Arthur C. Stringer, NAB Director of Special Services and secretary of the NAB News Committee.

The project will be broadened to include employes of press associations. The NAB committee discussed the interneship plan at its recent meeting [BROADCASTING, March 10], Press Assn. and United Press having agreed to participate in the project.

Put to Work

Basic idea of the interneship plan is to give college journalism instructors practical experience in radio news through service at a broadcast station during the summer. Six stations financed internships last summer as part of the movement to improve the standards of radio news. The stations were KFI Los Angeles; KPRC Houston; WHBC Canton, O.; WHO Des Moines; WSYR Syracuse; WTMJ Milwaukee.

Both stations and internees voiced approval of the project. Internees were put to work, doing everything from bobbing batteries of teletypes to conducting wire-recorder interviews. They worked all shifts, and learned all the practical problems that face station newsmen, knowledge they are able to pass along in their classrooms.

Typical comment was that of Internee J. W. Schwartz, assistant professor, Dept. of Technical Journalism, Iowa State College, assigned to WHO Des Moines. J. O. Maland, WHO general manager, turned his internee over to Jack Shelley, news editor, who started him just as he starts any new employe. By the end of the interneship Mr. Schwartz had taken complete charge of a news show, from preparation to actually putting it on the air.

As a result of his interneship, according to Mr. Schwartz, a number of principles need emphasis in the classroom. He lists them as follows:

News Judgment—Most of the flood of material that streams into the radio station must inevitably wind up in the wastebasket. There just isn't enough time to get it all on the air. At WHO nothing was given quite so much attention as to what to broadcast, accentuating the importance of training journalism students to evaluate the news.

Accuracy—I was amazed at the many inaccuracies of the wire services. Not only were there mistakes in grammar, but the services often disagreed over the most elemental facts in identical stories. Radio news staffs must be doubly vigilant if they are to prevent indiscretions on their part, as well as recognize the errors committed by their news sources.

Deadlines—Again and again during my interneship news stories broke only seconds before, or during, a broadcast. Because of the immediacy of the situation, the tension and speed common to any newsroom while broadcasts are being prepared seemed greatly magnified. Always the story was completed on time; never was there a case of too little, too late, but each incident illustrated that no deadline is quite so inflexible as the radio deadline.

Brevity and Clarity—"Condense and clarify" was the instruction I heard most often. The radio listener refuses to be burdened with a lengthy report of the day's happenings nor will he tolerate complex wording and phrasing. His defense is a simple twist of the dial.

Others who served as internees last year were: Russell J. Hammargren, associate professor of Journalism, U. of Southern California, at KFI Los Angeles; C. E. Chunn, assistant professor, Dept. of Journalism, U. of Tulsa, at KPRC Houston; Michael Radock, assistant professor, School of Journalism, Kent State U., at WHBC Canton, O.; Alan Scott, assistant professor, Dept. of Journalism, Michigan State College, at WSYR Syracuse; Burton L. Hotaling, assistant professor, School of Journalism, Rutgers U., at WTMJ Milwaukee.

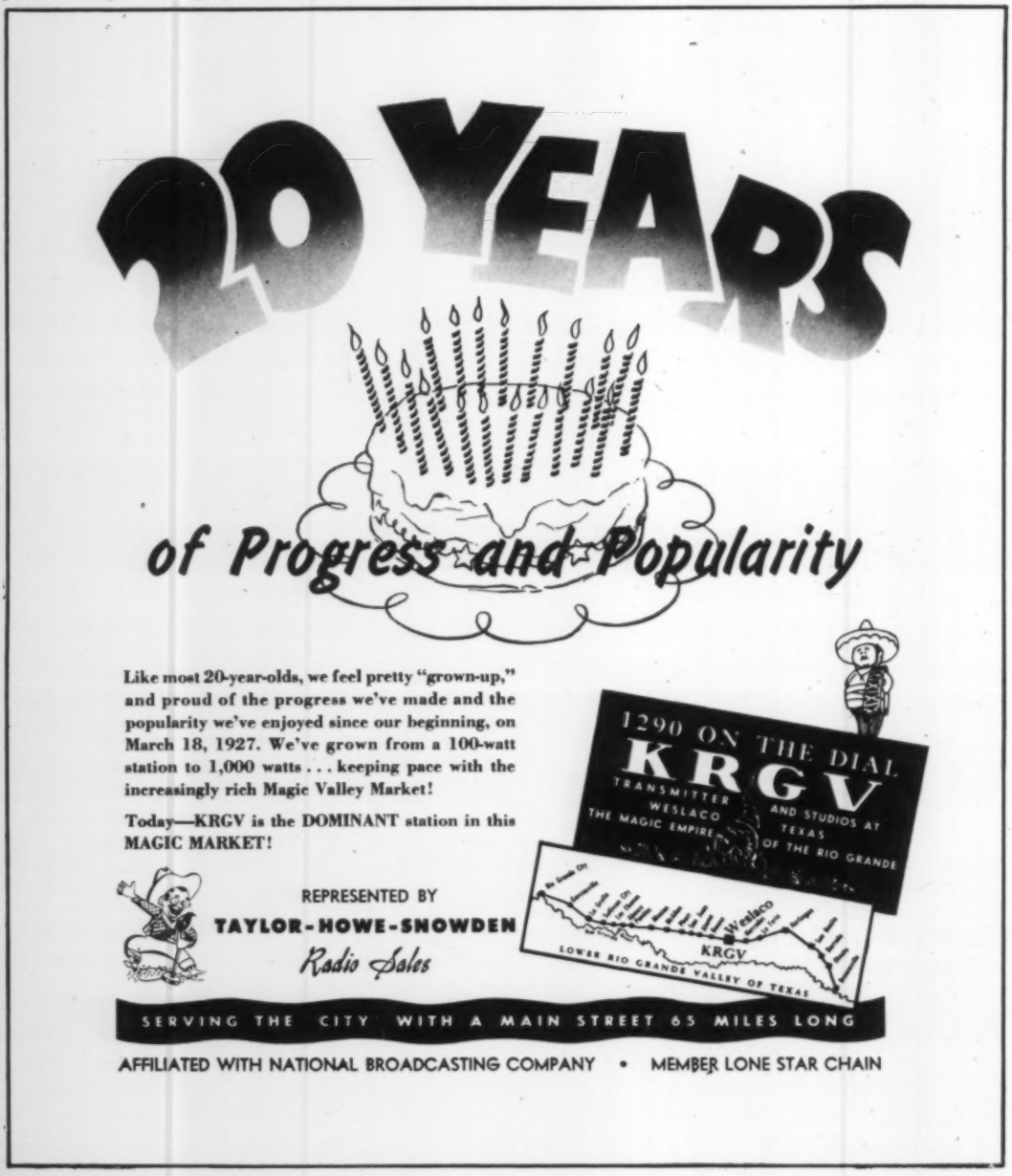
HOLLYWOOD origination brought this trio together with start of NBC *Dr. I. Q.* program from that city. Gathered at party observing occasion are (l to r): James Flemming, director of Mars Inc., program sponsor; Dr. I. Q. (Lew Valentine); Don Linton, Los Angeles manager of Grant Adv. Inc., agency servicing account.

Select Club Name

RADIO NEWSMEN in Hollywood officially adopted the organizational name of Radio Press Club of Southern California March 5. Chet Huntley, CBS Hollywood director of public affairs, is club president.

Call Letters Changed

CHVC is new call letter of CKVC Niagara Falls, Ont., 1 kw station on 1600 kc, to begin operation early this summer. Change in call letters has been authorized by Department of Transport. Station is represented in Canada by James L. Alexander, Toronto and Montreal, and is to be represented in U. S. by J. P. McKinney & Son, New York and Chicago. CHVC has contracted for two teletype wires of UP and British United Press.


20 YEARS
of Progress and Popularity
Like most 20-year-olds, we feel pretty "grown-up," and proud of the progress we've made and the popularity we've enjoyed since our beginning, on March 18, 1927. We've grown from a 100-watt station to 1,000 watts . . . keeping pace with the increasingly rich Magic Valley Market!
Today—KRGV is the DOMINANT station in this MAGIC MARKET!
1290 ON THE DIAL
KRGV
TRANSMITTER WESLACO AND STUDIOS AT HARLINGEN, TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE
Weslaco
KRGV
LOWER RIO GRANDE VALLEY OF TEXAS
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales
SERVING THE CITY WITH A MAIN STREET 65 MILES LONG
AFFILIATED WITH NATIONAL BROADCASTING COMPANY • MEMBER LONE STAR CHAIN

Kentucky leads the nation in AGRICULTURAL GAINS

In 1945 Kentucky's farm income reached an all-time high of $449,139,000.00. And 1946 saw Kentucky's farm production reach *even greater* heights. The percentage gain was well above the national average.

Here are a few examples

1946 PRODUCTION OVER 1935-1944 AVERAGE

CROP	Kentucky	U. S. Average
TOBACCO	51.4%	50.0%
CORN	37.5%	29.0%
POTATOES	35.0%	22.0%
OATS	53.0%	34.6%
BARLEY	—8.4%	—12.0%
RYE	147.7%	—49.6%
BUCKWHEAT	16.6%	—1.1%
HAY, ALL TAME	42.4%	5.6%
HAY, WILD	25.4%	2.7%
HAY, CLOVER AND TIMOTHY	77.3%	21.2%
HAY, ALFALFA	72.6%	0.1%
PEACHES	42.2%	38.9%

Kentucky livestock marketings jumped from $71,825,000.00 in 1940 to $175,716,000.00 in 1945 —a gain of 144%. Kentucky land value has increased 132% since 1941, against a national average increase in land value of 77%.

WRITE TODAY FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GAINS
Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE

Radio Station WHAS

The ONLY radio station serving ALL of KENTUCKIANA

Burned up— but still "alive"!

THE "556" Broadcast Dynamic shown here unretouched was badly burned in a fire January 7 that gutted the Rita Theatre in Longview, Texas, where it was being used in a remote show for Radio Station KFRO. Surprising part of the story is that the Microphone worked perfectly when tested in our Service Department.

The excellent showing made by the Shure "556" Broadcast Dynamic Microphone is a "living" testimonial to the ruggedness and dependability of all Shure Microphones.

SHURE BROTHERS, Inc.
Microphones and Acoustic Devices
225 West Huron Street Chicago 10, Illinois

WDNC Granted, WRAL Denied 620 kc; New Locals Awarded Durham and Miami

FINAL decision was adopted by FCC last week granting change of assignment to WINC Durham, N. C., from 1490 kc, 250 w, unlimited hours, to 1 kw day and 5 kw night on 620 kc with directional array. Station's present local facilities were awarded new applicant at Durham, Public Information Corp.

FCC last week also adopted final decision granting the application of Paul Brake for new station at Miami, Fla., on 1450 kc with 250 w, unlimited time. Mr. Brake, holder of first class operator's permit and Navy commander during the war, formerly had been in radio engineering and supply field as well as research and aviation radio.

In the Durham decision the Commission denied the mutually exclusive application of WRAL Raleigh, N. C., for the 620 kc assignment. Basis for the Commission's decision, according to the FCC report, was the greater population to be served by WDNC, constituting a more equitable distribution of facilities. The proposed population and area to be gained by WRAL already is served by WPTF Raleigh, the report concluded, while most of the area gained by WINC presently is not served by any existing Durham outlet.

Rival Applicant Denied

In the Florida action, the Commission denied the mutually exclusive application of Everglades Broadcasting Co. for the same 1450 kc facilities in Miami Beach. The Commission's favor of Mr. Brake was based on his past radio experience and his Miami area residence.

Public Information Corp. is composed of the following: Thomas B. Sawyer, president (39.9%), Army veteran with radio experience, to be manager; Mrs. Thomas B. Sawyer, 0.65%; P. M. Sawyer, vice president (32.9%), Federal Internal Revenue Agent, Greensboro, N. C.; Dr. Roma S. Cheek, secretary-treasurer (32.9%), executive secretary of the North Carolina State Commission for the Blind; Leslie W. Ricketts, 0.65%.

In addition to WDNC, Durham is served daytime by three other stations in that city as well as by WPTF and three other out-of-town stations, the report stated. FCC also has issued construction permits for four new stations which will provide daytime service to major portions of the areas to be served by WDNC. Raleigh is served by five other existing stations in addition to WRAL and WPTF. Seven outlets under construction will provide primary service to portions of the area proposed to be served by WRAL.

Principals in Everglades Broadcasting Co. are: Joseph B. Falt Jr., president and treasurer (60%), with Case Nursery Co., Huntsville, Ala.; Harold E. Sheffers, secretary treasurer (40%), formerly with commercial department of WOL Washington and now Miami resident; Robinson R. Saunders, vice president, Fort Lauderdale, Fla., attorney.

THE LOCAL TALENT looks good enough to us, but it seems this quartette from WWRL Long Island, N. Y., is inviting listeners to join in a nationwide search for America's most beautiful pin-up girl. As they appeared on *1600 Club* program (l to r) Vicki Hazell, Bandleader Johnny Bothwell, Record M.C. Fred Barr and Model Myra Keck, with Miss Hazell holding Mr. Bothwell's signature recording of "Pin-up Girl."

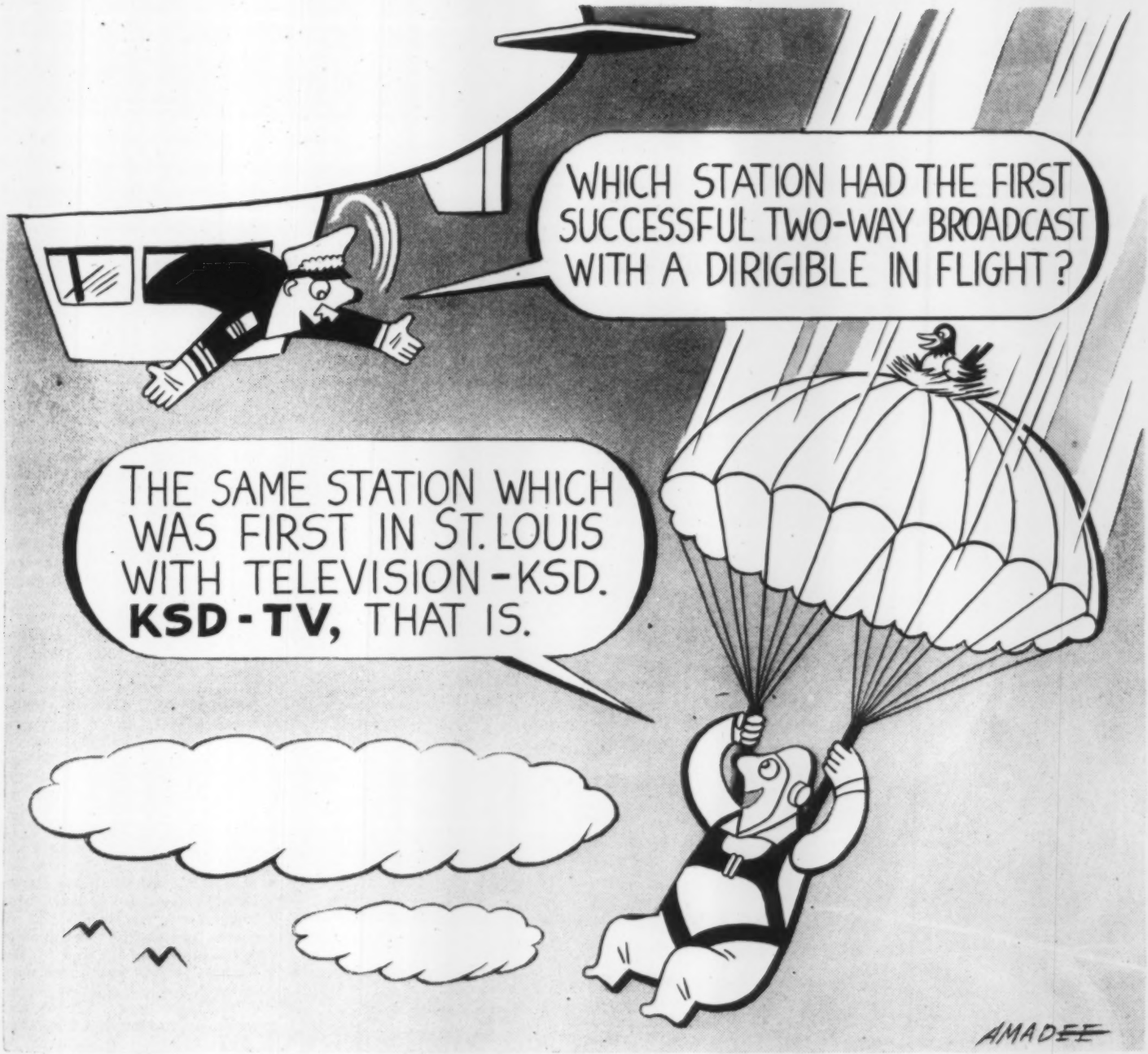
Signal Corps Tests New Microwave Relay Circuit

A HIGHLY-ADVANCED microwave radio relay circuit is being tested by the U. S. Army Signal Corps for communication between the Pentagon and Army Ground Forces headquarters at Fort Monroe, Va. The equipment was developed by the Bell Telephone Labs during the war for the Signal Corps. It has facilities for eight telephone conversations simultaneously, or a maximum of 96 printing telegraph circuits. The units can easily be dismantled and moved.

Small antennas in front of "dish reflectors" send out radio waves at a frequency of nearly 5,000,000,000 cycles per second. From the Pentagon station, the signal goes in a narrow beam to similar equipment west of Alexandria, Va.; from there is relayed through another unit and directed across the Potomac River, and so on until it has passed through six relay stations.

Youth Contest

CONTEST built around program "Youth Takes a Stand" on WTOP Washington, is being conducted by the Calvin Coolidge high school, Washington. Students are encouraged by instructors of school and by school paper to listen to broadcast and weekly prizes are offered for best questions based on broadcast contest. Students submit topics for series and WTOP offers a grand prize at end of contest.


WHICH STATION HAD THE FIRST SUCCESSFUL TWO-WAY BROADCAST WITH A DIRIGIBLE IN FLIGHT?
THE SAME STATION WHICH WAS FIRST IN ST. LOUIS WITH TELEVISION - KSD. KSD-TV, THAT IS.
AMADEE

*Page 99, "The First Quarter-Century of American Broadcasting."

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

Radio Covered Polar Expedition

Broadcasts Averaged One A Day on Three-Month Antarctic Journey

By ROBERT NICHOLS

THE United States Antarctic Expedition scattered 4,000 Navy, civilian, Coast Guard, Army and Marine personnel over and about a continent as big as United States and Europe together. Its 13 ships sometimes operated more than 3,000 miles apart. Its planes darted in and out of an unexplored region the size of all China. The scene of these operations—South-polar continent—was farther from New York than Singapore and atmospheric conditions between were worse.

And yet major American networks carried more than 90 spot broadcasts from time the first expedition ship left United States until the last ship—less than 100 days later—recrossed Antarctic circle bound for home again. Average: one newscast a day.

The job of following and reporting the expedition's fortunes and failures for American radio audiences fell to five men—Lee Van Atta, reporter; Columbia's Arthur Hannes, NBC's Robert Reuben; Alton Blakeslee; and Mutual's Roy Gibbons. Most broadcasts were of two-minute spot news variety. Programs involved everything from first reports of a plane crash that cost three lives to sidelights on what penguins were doing in Little America. Reporters found themselves dabbling in exploration history, Antarctic geography, icepack navigation, and even geology.

A few shows, however, interviewed Rear Admiral Richard E. Byrd, expedition technical advisor, and Rear Admiral Richard Cruzen, task force commander.

Interviewing admirals has its tense moments at times—for example, Bob Reuben's experience this trip. Mr. Reuben was accompanying Admiral Byrd Antarcticwards, aboard aircraft carrier, Philippine Sea. NBC wanted shipboard interview. Everything was arranged and the Admiral agreed, time was set, Mr. Reuben had special microphone set up, and day for broadcast arrived. A half hour before broadcast time the Admiral advised Mr. Reuben he wanted to revise script and would meet Reuben at makeshift studio in "a few minutes." Mr. Reuben went to the studio, three decks up and at opposite end of the Leviathan carrier, and began making proper contacts with New York. Seconds ticked by and time to go on the air narrowed from five to four, and from four to three minutes. Admiral Byrd still did not appear.

Here Mr. Reuben's account of the story ends except that he was sweating and pacing the small room when the Admiral arrived on exact minute network gave the go-ahead signal. The Admiral's aides later provided details of the tense interim preceding the broadcast. In his cabin Admiral Byrd calmly penciled new phrases into script and scratched out others and, in between, chatted with his staff. Then he glanced at his watch and informed his company "there are exactly two minutes until we go on the air. I wonder how long it will takes us to get up to the radio room?" After an unbothered stroll through the carrier's maze of ladders and passageways, Admiral Byrd pushed into the studio with a chuckled aside, "I'll bet Reuben has been sweating this out."

Bob Reuben, incidentally, was the one late-comer among the expedition's newsmen. The role was an unusual one for him.

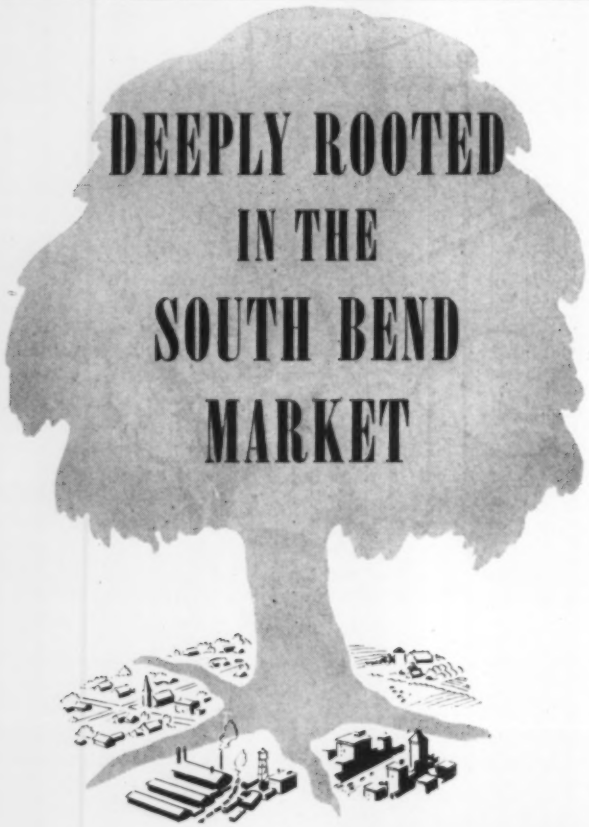
A Man of "Firsts"

Sent Antarcticwards in lieu of NBC's Max Hill who left expedition at Panama when unexpectedly taken ill, Mr. Reuben has long record of "firsts" as correspondent. Working for Reuters, Mr. Reuben was first war correspondent into France, parachuting in the night before D-day. He dispatched first invasion story Londonwards via carrier pigeon.

Shortly before the end of the war, Mr. Reuben went to Pacific Fleet Headquarters aboard the Nimitz flagship in Pearl Harbor. Later he proceeded to MacArthur's headquarters at Manila and was one of quartet of correspondents flown into Tokyo ahead of MacArthur, getting first story out of fallen Nipponese capital.

In Antarctic Mr. Reuben again was in on another first. He was one of two correspondents making record flight with six Douglas transport planes from the carrier towards Little America. It was the first time transports had been launched from carrier, and first time squadron planes crossed Antarctic circle, and the first time so heavy a plane landed on continental iceshelf.

Other radio correspondents had their problems too. Antarctic veterans — Art Hannes, Lee Van Atta, Roy Gibbons and Al Blakeslee—were all forced to make at least one "blind" broadcast where, not knowing whether New York was receiving them, they went ahead broadcasting, hoping their voices reached United States. "Blind" broadcasts resulted when United States picked up Little America but the expedition was unable to hear American stations because of some quirk of South polar atmospherics.



WSBT enjoys the long and lasting friendship of its listeners. For more than 25 years people in the South Bend area have been listening to *this* station. They grew up with WSBT and depend on it as a pleasant necessity in their lives. Because it has so many friends, WSBT makes sales. Local, national, and network advertisers know this for a fact.

WSBT
SOUTH BEND

960 KILOCYCLES
COLUMBIA NETWORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

VITAL VOICE

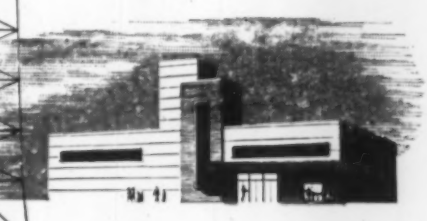
This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.

IN the Seattle-Tacoma-Puget Sound Country, one voice speaks with an urgency that insists upon response. In terms of advertising, that response means sales for your product.

Long the most influential in its area, the voice of KOMO will soon acquire an even larger volume . . . an even greater intensity with the installation of a new 50,000-watt transmitter. This construction is now virtually complete and operation is scheduled to start simultaneously with KOMO's new RADIO CENTER.

KOMO's voice is vital to you in selling the Puget Sound country because of the more-than-a-million people who comprise its effective merchandising market . . . with their *almost double the national average per capita spendable income*. For KOMO is the *exclusive* voice of NBC in this area.

By any yardstick you choose, KOMO . . the vital voice of the Seattle-Tacoma-Puget Sound Country . . . is by all odds the best dollar for dollar advertising value.



NBC AFFILIATE

FOR SEATTLE **KOMO** AND THE PUGET SOUND COUNTRY

National Representatives. EDWARD PETRY & CO. Inc. • New York • Chicago • San Francisco • Los Angeles • Detroit • St. Louis • Atlanta • Boston

WE INTERRUPT OUR CARTOON SERIES
TO OFFER, SUBJECT TO PRIOR SALE:

"Reports from the World of Sports"

NOT ONE BUT TWO!

ACE SPORTSCASTERS

6:15-6:30 P. M. Mondays thru Fridays

DICK SIEBERT

For 8 years, star first baseman of the Philadelphia Athletics. Now, athletic director of a leading Upper Midwest college and favorite of thousands of "Baseball School" enthusiasts.

ROLLIE JOHNSON

The Northwest's most popular radio all-sports authority for nearly 15 years. Rabid sports fans tune to Rollie Johnson first . . . for authentic, crisp accounts of each day's sports events.

One of America's greatest sports centers. One of the country's leading retail markets. The Upper Midwest's top sports station. Blanket this rich market with this ace sports show at the time of day *the fans demanded!*

WTCN MINNEAPOLIS ST. PAUL WTCN

Also available on WTCN-FM

CALL or WIRE Us, or:
FREE and PETERS, National Representatives.

C. L. Menser Tells NBC Stations To Appraise Themselves, World

"THE BUSINESS of coming of age is not so much a matter of years, as of attitudes," Clarence L. Menser, NBC vice president in charge of programs, told station representatives at the NBC annual stations meetings held March 10, 11 and 12 at the Waldorf Astoria Hotel, New York.

In a talk titled "Free, Right and Twenty-One" Mr. Menser declared, "We must make an appraisal of curselves and of the world about us. Any objective appraisal of our situation," he added, "must point to the need for research, not to fortify preconceived opinion, but upon which to base new judgments and feel that we are right. For it is not enough for us to believe we are right, we must be in a position to demonstrate it to anyone who would question it. It is not enough merely to think we are serving an audience, we should have research to prove it."

"Secondly," Mr. Menser said, "we can try to make an objective appraisal of ourselves. In fact, we don't need to try very hard to discover too much carry-over from childhood habits. A common one is our habit of expecting to have our errors excused because we are still an infant industry."

Other speakers were Niles Trammell, NBC president, who delivered the welcoming address; Frank M. Russell, vice president in charge of the Washington office, who spoke on developments affecting the broadcasters; Ken R. Dyke, vice president and director of broadcast standards and practices, on present public views of radio broadcasting; John F. Royal, vice president in charge of television, on new developments in the video field; William S. Hedges, vice president in charge of planning and development, on events to be expected in the future; William F. Brooks, vice president in charge of news and special events and international relations, on current news developments at home and abroad; Hugh M. Beville Jr., director of research, on new methods of measuring audience reaction; James N. Nelson, assistant advertising and promotion director, on fall promotion plans, and Sydney H. Eiges, manager of the press department, on expanding publicity services.

HENRY PEASE, 71, DIES IN NEW YORK

HENRY M. PEASE, 71, first vice chairman and a director of the International Standard Electric Corp., New York, manufacturing associate of the International Telephone and Telegraph Corp., of which he was also a vice president and director, died on March 7 at the New York Hospital after a short illness.

Mr. Pease was also vice president and director of the Federal Telephone and Radio Corp., and a director of International Telecommunication Laboratories, Inc. He began his career with Western Electric Co. in Chicago and in 1902 was transferred to the company's London branch to supervise the installation of Central Battery Telephone Exchanges for the British Post Office and the National Telephone Co. In 1919 he was appointed managing director of the International Western Electric Co. in England.

In 1922 Mr. Pease took an active part in forming the BBC, becoming one of its original directors, and through the International Western Electric organization installed one of the first broadcasting stations in England. Surviving are his wife, Adelaide Timberlake Pease, a daughter, Maxine Virginia, and a son, Ivuson Crittenden.

Local in Kenosha, Wis., Preparing for Operation

DEBUT of the new WLIP Kenosha, Wis., is expected within the next 60 days, according to William L. Lipman, owner and operator. Station was granted last July by the FCC to the Kenosha Broadcasting Co. for 250 w daytime only on 1050 kc.

In addition to Mr. Lipman, who served in the Army Medical Corps during the war, and Program Director Richard V. Driscoll, formerly an Army Signal corpsman in Paris with the American Forces Network, a staff of 15 persons will operate the station.

Studios are being constructed in the Kenosha National Bank Bldg., that structure to be topped by the WLIP tower for an overall antenna height of 240 feet.

WHFM, Rochester, N. Y. FM station, reports there is no operator shortage, as picture might indicate. It's merely that Bob Brethen, WHFM engineer, who once was a professional ventriloquist and magician, is trying out his friend Tommy as relief disc spinner. Mr. Brethen still plies his former trade in spare hours.

Murder IS NOT FOR KIDS

Murder and mystery shows provide thrilling entertainment for adults, but are not the type of program best suited for the youngsters. That's why we have gone to quite some trouble to rearrange our programming so that all our "who-done-it" shows* are released after nine o'clock at night. That way the adults can enjoy well-written, exciting mystery dramas, and the kids don't have to hear them. It's another example of our idea of public service.

*"MYSTERY THEATRE"
"MYSTERY IS MY HOBBY"
"MR. DISTRICT ATTORNEY"

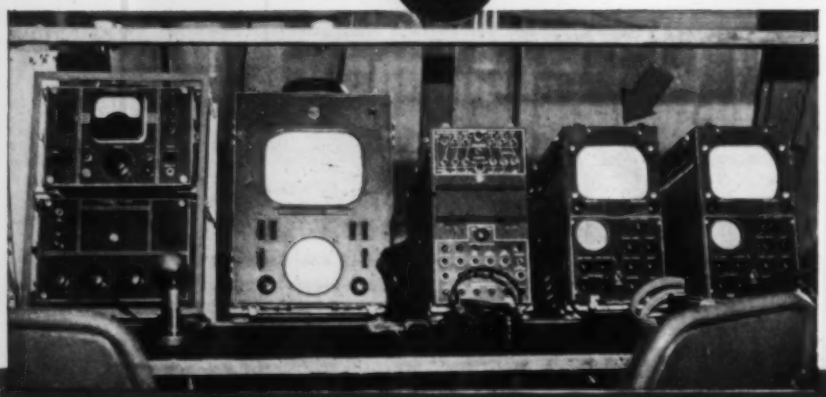
KFI NBC FOR LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 ON YOUR DIAL

Earle C. Anthony, Inc. EDWARD PETRY & COMPANY, Inc. NATIONAL REPRESENTATIVES

New mobile studio

RCA image-orthicon cameras, standard equipment for the new truck, rival the human eye in sensitivity—eliminate fading of sports events. Shown above as used by Philco's WPTZ to pick up a Penn game at Franklin Field, Phila.



REMOVABLE, SUITCASE-TYPE CONTROLS SPEED SPECIAL SETUPS

Where advantageous, all necessary equipment can be easily removed from the truck, carried to program areas, and quickly set up by means of plug-in type connectors.

o simplifies *at-the-scene* telecasting

Opens up a wealth of diversified, low-cost program material

Here, in one compact unit, is a complete television "studio on wheels." With it you can move rapidly to the places where local events are taking place and, with minimum effort, pick up and relay the action to your station. Picture quality is comparable to that obtained with studio equipment.

The truck body, designed by RCA engineers to provide maximum convenience and space to operators, is mounted on a standard 1½-ton Chevrolet chassis. It carries everything you need to operate a three-camera chain.

The control desk is at the back of the truck, flanked on three sides with large full-vision windows. These can be darkened by means of draw curtains when desirable.

Monitors, camera controls, a switching unit, and an audio amplifier and mixer are conveniently mounted on an inclined support at the back of the desk; pulse formers, shapers, and power supplies are installed underneath. All units are of the removable, suitcase type.

Shock-mounted lockers provide ample storage space for cameras, tripods, microwave relay, and other gear.

The roof of the truck has been strongly reinforced for use as an operating platform, when needed. Access is via a removable ladder inside the truck and a roof hatch. However, for remote pick-ups the cameras can be operated as far as 500 feet from the vehicle, if desired. Four cable reels, mounted on swinging arms in the rear truck compartment, permit easy unwinding and storage of camera cable. Each has a 200-foot capacity.

Here, we believe, is a real opportunity for diversified programming—a quick, convenient method of making remote pick-ups. It will pay you to include such a unit in your television plans. Write Dept. 95-C.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

View at left shows suitcase-type units as installed at rear of truck. View at right shows how equipment is set up by WMAL, Washington, D. C., for an indoor pick-up.

Radio Earns Freedom, Says Dewey

Those in Art Vigilant To Protect Rights He Tells AWB

By THOMAS E. DEWEY
Governor of New York

I AM delighted to have this opportunity to greet and to welcome you as members of the Assn. of Women Broadcasters. You have an immense power and responsibility in this country of ours, not only because of the great audiences you collectively address but because you enjoy a right which is very rare in the world today. You can speak freely what is in your minds and in your hearts. Of all the two billion souls in the world our 140 million people in America enjoy a privilege which is almost unique. They can select or reject the programs they will listen to and by the force of their will, and I may add, their buying power, they can influence the kind of program they want.

Radio is free in America because those who work in radio have earned that freedom. It hasn't been easy. During recent years we have had many groups of earnest brethren who want to take over radio and manipulate it for political or economic purposes. But our net-

GOVERNOR DEWEY

works and stations have seen to it that the meddlesome ones have no excuse for joining the other nations of the world in putting the iron control of government over what our people shall hear through the air. Radio has remained free by keeping its programs free of offense, by serving the right of the public to hear the truth and all shades of opinion.

As a result, every American can listen when he pleases to what he pleases. Our system brings into radio the unlimited imagination and energy of thousands of people who are free to work for better programs, better entertainment, better information and for an informed and free people.

The women broadcasters of our country have made a great contribution to this achievement and one indication of their importance in radio is the growth of your Association. It began in 1942 with 35 members. Today I understand it has more than a thousand. That membership will grow and grow because the number of able and informed women who are gifted in the radio arts is growing rapidly every day.

To a mere male who occasionally tunes in on women broadcasters, it's a little disconcerting, at first, to find earnest comment on a new washing powder or a particular brand of soap all mixed up with comment on the latest world crisis. But on second thought, there is a peculiar fitness in this day and age in bringing the discussion of national and world affairs down to the level of ordinary household affairs. It is fitting that the housewife, as she washes the dishes or feeds the baby, should not only hear music and soap operas, but also keep up to date on the tremendous events which will affect her whole future and that of her children.

For we as a nation have learned the bitter lesson that whether we like it or not, we cannot live apart from the rest of the world. We have learned that the business of keeping a sound, strong, free country, the business of world affairs and the struggle for a lasting peace, is the business of every one of us. Events of recent years have served notice upon all of us that the troubles and disorders and villainies of an unhappy world can't be excluded even from the most tranquil home by shutting the doors or shutting our ears.

The very fact that we have learned this, though, is good and very important. It is one of the most hopeful aspects of a none-too-cheerful era that the people of America, and especially the women of America, are taking a growing interest in the problems of a sound economy at home and the building of a stable peace in the world. We have all learned that the struggle of freedom against slavery is an ever-continuing one. We win our freedom in a war and then we have to go on re-winning it day by day in peace. But human liberty is the most precious thing on earth. It is worth the daily struggle and none know it so well as the women of our country and those who keep them informed. Our radio broadcasters are entitled to a rich share of the credit for the fact that the American people are the best informed of all.

If in the years ahead we succeed in achieving solutions to the problems of world peace and stability, that outcome will surely be due to a large degree to the great body of informed men and women in this country to whom the women broadcasters have made such a rich contribution. I am sorry that a 16 to 18-hour working day during the closing weeks of the legislative session prevents me from being with you. But it is a great pleasure to congratulate each of you on the important contribution you are making to the welfare of our people and to you all—those from New York State and from all the other states—I am happy to express warm greetings and best wishes for a happy and a memorable conference.

RADIO IS FREE in America because those who work in radio have been relentlessly vigilant in keeping it free of control by government and minority groups and because it has consistently presented programs "free of offense" and has served "the right of the public to hear the truth and all shades of opinion." That was the gist of Gov. Thomas E. Dewey's message to the Assn. of Women Broadcasters annual luncheon at the Hotel Roosevelt, New York, on March 8. Governor Dewey spoke by direct telephone wire from the Executive Mansion in Albany. The text of his message is presented in the accompanying columns.

WHBQ MEMPHIS

Who Has Bought Quaggas?*

W. H. BEECUE

We have never seen one of those queer, querulous quadrupeds or heard of one being sold. But this we know—we've sold coal in July, ice in January and a host of other products year in and out. So if you have quaggas or anything else for sale you will find no better way to SELL than to tell the big buying public that listen daily to WHBQ.

*Quagga—A wild jackass—sez Webster.

CALL

RAMBEAU

New York • Chicago • Hollywood

KECK (1 KW, 920 KC) ODESSA, TEX., STARTS

KECK Odessa, Tex., owned and operated by Ben Nedow, furniture manufacturer, is on the air as a daytime outlet with 1 kw on 920 kc. Station, which has Press Assn. affiliation and subscribes to program features of NBC, Teleways, World and Ziv, occupies second floor of Mr. Nedow's Odessa retail furniture store.

General manager of KECK is Jan King, a native Texan, who went to the station from WEDO McKeesport, Pa., which he built and managed. Bill Chambers, formerly with Don Lee-Mutual Hollywood and NBC New York engineering department, is assistant manager and program director.

Chief engineer is James Kimbrell, formerly of KARK Little Rock, and chief announcer is Frank Allen, formerly of WWL New Orleans, KMOX St. Louis, WHAS Louisville and WEMP Milwaukee. Other staff members include: Mike Novak, assistant engineer; Glenda Huffman, music librarian; Glenn Hill, continuity; Miriam Mendenhall, receptionist; John Vacca, Ron Dunn, Don Hager and Paul Wynn, announcers; James Anderson and Leo W. Knight, salesmen.

KECK is represented nationally by the Howard H. Wilson Co. Station maintains Midland studios in the Crawford Hotel. David Cole is Midland manager and Monte Cole, Midland office manager.

in the final analysis
-IT'S RESULTS THAT COUNT!

Wolfe NURSERY
Stephenville, Texas

February 18, 1947

Mr. Bill Roberts
K. R. L. D.
Dallas, Texas

Dear Mr. Roberts:

I thought you might be interested in results we are getting from the Cornbread Matinee Program on your Station. In brief, we have never been able to sell at such a low cost on any Station. Since we started using Cornbread Matinee our per sale cost, based on the dollar deal, is now 12¢. As you know, our maximum cost was figured at 30¢ so you can see that we are very well pleased with the results. Heretofore, our lowest sale cost was 18¢ on the dollar, back in 1940 before rates were advanced.

The three morning shows that we are carrying with K. R. L. D. have far exceeded our expectations. The cost at present is 14.3 per dollar sale. This figure is averaged in with catalogue inquiries which gives us a very low inquiry cost.

By comparison, K.R.L.D. has made other Radio Stations seem rather expensive and I am very happy to report that the results obtained this past month on K.R.L.D. were the lowest in our history of operation.

We certainly do appreciate your fine cooperation and the interest that you have taken in our account. We hope to keep K.R.L.D. as our Number 1 Station for many years to come.

Thanking you, I am

Very truly yours

WOLFE NURSERY, INC.
Hugh Wolfe
Hugh Wolfe

HW/am

THIS LETTER FROM ONE OF TEXAS' LEADING ADVERTISERS TELLS THE STORY

KRLD

THE TIMES HERALD STATION
SERVING
DALLAS and FORT WORTH

THE GREATEST RADIO MARKET IN THE SOUTH

CBS

Exclusive CBS OUTLET *for* DALLAS - FT. WORTH

KRLD IS YOUR BEST BUY DAY OR NIGHT

50,000 WATTS Day and Night

STUDIOS: Dallas and Ft. Worth

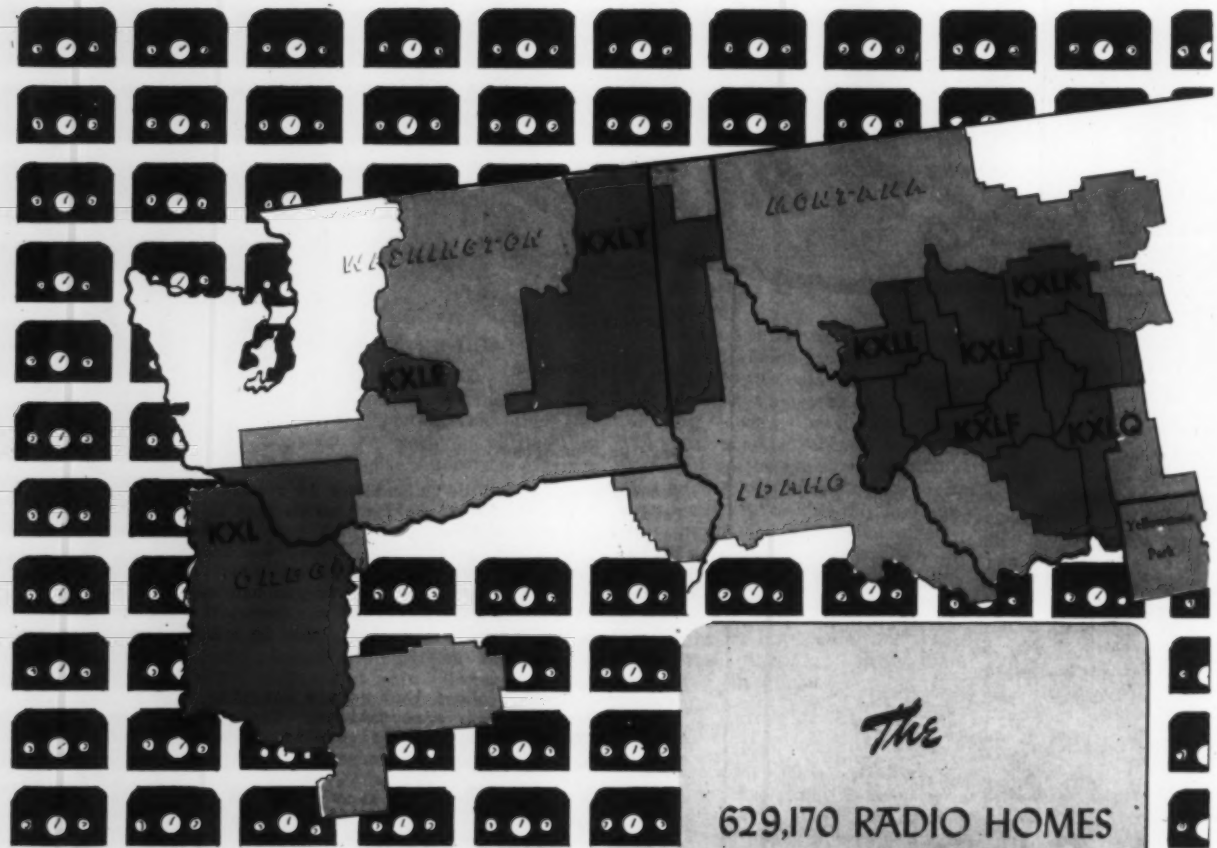
KRLD

THE TIMES HERALD STATION

The Branham Company, Exclusive National Representative

DAY . . . . . TOTAL BMB COVERAGE . . . . . NIGHT

692,670 Families — *842,560 Families*



The

629,170 RADIO HOMES
OF THE
PACIFIC NORTHWEST
ARE TUNED TO
The XL Stations
LOCATED IN THE
VALLEYS WHERE
THE PEOPLE LIVE

Merchandisable Area
Bonus Listening Area

Offices

BOX 1956 · BUTTE, MONTANA
SYMONS BUILDING · SPOKANE, WASHINGTON
ORPHEUM BUILDING · PORTLAND, OREGON

THE WALKER COMPANY, 551 FIFTH AVENUE, NEW YORK, N.Y.
6381 HOLLYWOOD BLVD. · HOLLYWOOD 28, CALIF.

PACIFIC NORTHWEST BROADCASTERS

NBC and Du Mont Begin Experimenting On Air With Zoomar Television Lens

NBC AND DU MONT will begin experimental use this week of the Zoomar lens for television, according to Dr. F. G. Back, a research engineer credited with extensive development of the lens. Speaking before the American Television Society in New York on Tuesday, Dr. Back said that the Zoomar lens, an optical device to keep images in focus while the viewer gets the effect of the camera approaching or withdrawing from the subject, will be used on the air in about a month.

In the past, Dr. Back pointed out, it was necessary either to move the camera toward the subject or vice versa, and this required additional personnel to keep the camera in focus. But with this optical device, the desired effect is attained and the focus maintained without moving either the camera or subject. Although Zoomar was first invented 40 years ago, said Dr. Back, it was not practical until now. A short film was shown to demonstrate the use of both types of Zoomar, indoor and outdoor.

A spirited debate took place when film producer Irving Browning declared that television is just wireless movies and almost entirely dependent on films and he further contended that audiences weren't satisfied. He was quickly challenged by NBC's Edward Sobel, who pointed out that the movie industry was in a position to spend more at this time. Dr. Back came to Mr. Sobel's defense, saying that in his opinion television and films were quite different in that movie shots could be retaken for perfection, but television was a split second operation. Charles A. Alicoate of Advance Television-Picture Service Inc., the final speaker, said that he thought television will use 50 to 75 percent motion pictures. Several films were shown to illustrate the use of pictures in radio.

Facsimile Edition Is Shown in Miami

Herald and WQAM-FM Launch Demonstration Series

TWO-WEEK PERIOD of daily facsimile demonstrations for residents of the Miami area was launched March 10 by the *Miami Herald* and WQAM-FM. Witnessing the first of the series of demonstrations of a facsimile edition of a daily newspaper were 1,500 persons who had assembled in Miami's Edison High School auditorium. Using the Hogan system, the *Herald* presented in its opening demonstration not only news items but cartoons drawn expressly for facsimile by the paper's artists.

The facsimile edition was sent from the *Herald's* downtown Miami editorial offices by wire to its WQAM-FM transmitter. From there it was beamed to the receiver on the stage of the high school auditorium. Special attachment on the FM receiver converted the radio waves to printed pages.

John S. Knight, editor and publisher of the *Herald* and other Knight newspapers, has announced that similar demonstrations of facsimile will be presented in schools, department stores, courthouse lobbies and city auditoriums in the Miami area. To prepare and produce the facsimile editions the *Herald* has set up a special department of trained newsmen headed by Facsimile Editor Timothy J Sullivan and including George Mangus, Merlin Test and Al Delaney.

Page size of the facsimile newspaper is 8 by 11½ inches, in contrast with the *Herald's* regular edition measurement of 15½ by 22½ inches. Lee Hills, managing editor of the newspaper, said experiments showed that regular newspaper body type came out fuzzy when transmitted by facsimile. This distortion, he explained, was eliminated by using an IBM electronic typewriter with an Edison marginal justifyer which provides even margins on both sides of the column of type.

DAWSON, SCOTT TELL CAB PLANS, POLICIES

STATION REPRESENTATIVES headquartered at Toronto held a meeting with Canadian Assn. of Broadcasters executives on March 6. Harry Dawson, CAB manager, outlined and discussed policy, as well as national and local plans of CAB. Representatives were shown all NAB sales helps now available to CAB and how they could be used to sell national as well as local business.

Doug Scott, CAB director of broadcast advertising, also showed how CAB office can be of assistance in selling the medium and told of plans for starting information exchange on merchandising and promotion, closer co-operation with advertisers and advertising agencies, development of standardized proof of performance record for agencies, standardized rate card and maintenance of rate structure.

Representatives suggested that CAB be asked to change by-laws to allow representative firms to become full voting members of CAB instead of associate members.

Attending the sessions were Guy Herbert and John Tregale of All-Canada Radio Facilities; Horace Stovin, Andy McDermott and Ted Rutter of H. N. Stovin & Co.; Jack Slatter and Sid Lancaster of Radio Representatives; Jack Davidson, R. Munro, Paul Mulvihil, N. Brown of National Broadcast Sales; W. C. Wright, George Arnott and F. Phillips of W. C. Wright; Waldo Holden, CKEY Toronto.

Fulton Lewis, jr.

available* now on WHBC—Canton, Ohio 17.0 rating

WHBC and Fulton Lewis, jr. rate high with listeners in Canton's important market. Latest *Conlan* (Nov. 17-23, 1946) gives this noted commentator a 17.0 rating—highest on the WHBC schedule, which leads all other stations in the area in *all* categories.

Buying power knows no season around Canton. Diversity of industry provides around-the-year production; in 1946, peacetime industrial payrolls were $66 million. Retail sales: $115,500,000.

Reach this rich market with Fulton Lewis, jr. on WHBC—soon to go on 5,000 watts—soon to reach almost a half-million additional radio homes.

Wire, phone or write immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Kenneth Collins Named Donahue & Coe Executive

KENNETH COLLINS, former publisher and general manager of the European edition of the New York *Herald Tribune*, has joined Donahue & Coe, New York, in a senior executive capacity and will assume his new duties on April 1.

From 1925 to 1932, Mr. Collins was with R. H. Macy & Co., New York, as executive vice president and publicity director, and after that was a vice president and a director of Gimbel Bros., New York. He joined the New York *Times* in 1939 as assistant to the general manager, remaining there until 1941. Prior to the war Mr. Collins was vice president in charge of merchandising for Arthur Kudner, Inc., New York.

During the war Mr. Collins was in charge of procurement for the Eighth, Ninth, Twelfth and Fifteenth Air Forces. In 1945, after his release from the U. S. Army, he arranged for the republication and distribution of the New York *Herald Tribune* throughout Europe.

THE MAYOR cuts the ribbon that officially opens the new home of WMBR Jacksonville, Fla. Carroll Gardner, station manager, holds the left side of the ribbon; Frank M. King, president of the Florida Broadcasting Co. holds the right side; Mayor C. F. Whitehead holds scissors.

WEAM Will Feature Name Personalities

New Virginia Station Engages Billy Repaid, Jerry Strong

PERSONALITIES well known in radio will appear regularly on WEAM, new station scheduled to begin operations in Arlington, Va., on March 31. Station will take the air on 1390 kc as a 1 kw daytime outlet, but has filed application with FCC for 5 kw day and night operation.

"We are approaching the launching of our new station with the feeling that without name talent the competition is too great in the Washington area," Charles Zurhorst, WEAM manager, said last week. With that in mind WEAM has engaged Billy Repaid, former Mutual news commentator, to direct its news presentations, Jerry Strong, (with WINX Washington for the last six years) to handle three-hour morning show Mon.-Sat., and Russ Hodges for a daily transcribed sports feature. Mr. Hodges currently is doing sports broadcasting for the New York Yankees.

Licensee of WEAM is the Arlington-Fairfax Broadcasting Co. J. Maynard Magruder, real estate and insurance man, is president of the corporation; Harold Hernly, an attorney, is secretary; Sam Roth, president of Roth Enterprises Inc., is treasurer.

WEAM's manager, Mr. Zurhorst, is well known in Washington radio. He was formerly director of publicity, promotion and public relations for WOL. Two and a half years ago he opened his own office in the capital as a public relations consultant, and has represented Fulton Lewis jr., WMT Cedar Rapids, the William B. Dolph radio productions firm, and U. S. Recording Co., Washington.

Assistant to the manager will be W. Wallace Robinson, who has had radio experience at WHOP Hopkinsville, Ky., KLCN Blytheville, Ark., and WFIG Sumter, S. C.

Among other WEAM staff members will be Lillian Ruppert, former WOL traffic manager and more recently local sales manager for WOV New York, who will be director of station operations; Richard Washington, who recently completed putting WMOU Berlin, N. H., on the air, chief engineer; and Perry Walders, formerly of WINX and more recently sales manager of WPIK Alexandria, Va., sales manager.

Receives New Antenna

KOAD Omaha has received its eight bay square loop antenna which will replace the station's single bay antenna in about 60 days. New antenna will be supported by a 500-foot tower and is expected to double the station's range with present power input. Antenna was manufactured by the Federal Telephone and Radio Corp.

"I heard it over WIBW"

The by-word that's the Buy-word in KANSAS

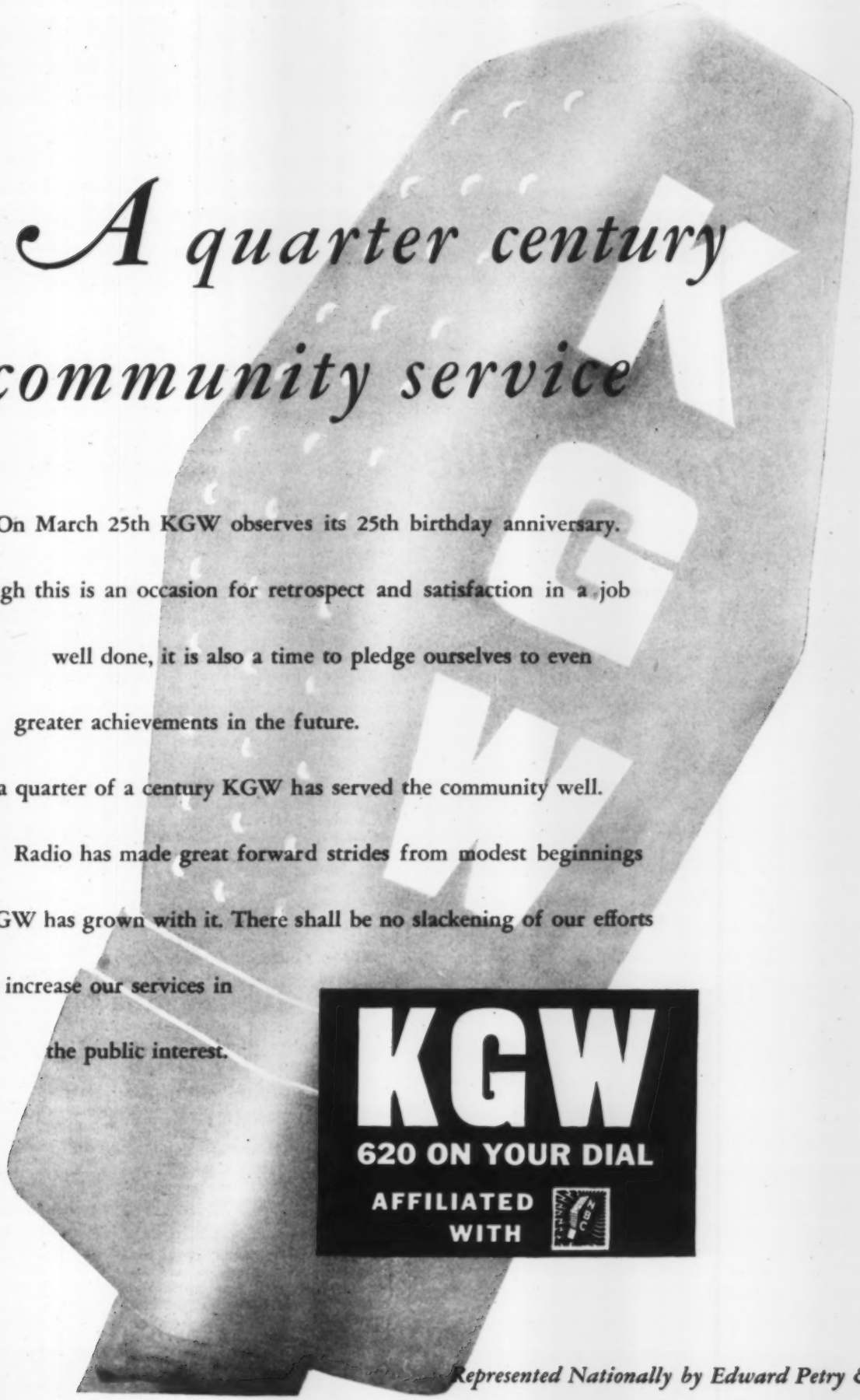
They're a clannish bunch—our farm and small town listeners in Kansas and adjoining states—quick to pass on ideas, information and suggestions that are to their mutual benefit and interest. That's the secret of the long-continued impact of your sales message over WIBW. "I heard it over WIBW" is the by-word that carries countless products from friend to friend and neighbor to neighbor . . . the by-word that's an endorsement of a product's value and dependability. Dealers know it is a *buy-word* as customers insist on specific brands. YOU hear its echo in gratifying sales records when you use WIBW.

Serving the First Families of Agriculture

WIBW Topeka KANSAS CBS WIBW-FM

BEN LUDY Gen. Mgr. WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.



A quarter century of community service

On March 25th KGW observes its 25th birthday anniversary. Although this is an occasion for retrospect and satisfaction in a job well done, it is also a time to pledge ourselves to even greater achievements in the future.

For a quarter of a century KGW has served the community well. Radio has made great forward strides from modest beginnings and KGW has grown with it. There shall be no slackening of our efforts to increase our services in the public interest.

KGW

620 ON YOUR DIAL

AFFILIATED WITH NBC

Represented Nationally by Edward Petry & Co.

The QUEEN's audience can be yours, if . . .

"Queen for a Day"—a new kind of daytime radio program—premiered on Mutual on April 30, 1945. Since then it has been building and holding its audience—because it is a program of glamor, of sure-fire heart-appeal, produced by one of the most experienced, smartest originators of daytime shows.

Since October 1945, "Queen" has been providing a responsive daily audience to Alka-Seltzer; and for a year (December 31, 1945 to December 30, 1946) "Queen" provided a like audience for P. & G.

On December 30, 1946 Alka-Seltzer renewed for another 52 weeks. But—the P. & G. half of the program is now available for sponsorship.

So, the "Queen's" audience is yours, if you act fast.

We will be glad to give you all the facts—the rating story, what the sponsors say about the results they have had, the moderate cost, and what "Queen" can do to build more sales for you.

Mutual Broadcasting System

WORLD'S LARGEST NETWORK

Presidency of REL Taken by Runyon

Succeeds Srebroff; F. A. Gunther Stays as Vice President

ACTIVE MANAGEMENT of Radio Engineering Laboratories by C. R. Runyon Jr., majority stockholder, has been announced by REL. Mr. Runyon succeeds Charles Srebroff as president of the company. Mr. Runyon for 25 years was associated with Burns Brothers, one of the nation's largest coal dealers. He was executive vice president of the firm in charge of operations until 1941 when he volunteered his services to naval communication in the radio electrical section of the Bureau of Aeronautics and was commissioned commander. He also served in World War I as a lieutenant in naval communications. He acquired his REL majority stock holdings in 1941.

Mr. Runyon is well known throughout the broadcasting industry for his pioneering in FM. With Dr. Edwin Armstrong, he put the first public FM station on the air in 1935. The station (W-2AG) was located in Mr. Runyon's home in Yonkers and programs were transmitted to an IRE audience in downtown New York in November of that year, marking the initial public demonstration of FM.

Frank A. Gunther, who has been with the company since 1925, will continue as vice president and treasurer. Mr. Gunther is a senior member of IRE, secretary of FMA, and a member of the FMA board of directors.

Behr Elected Secretary

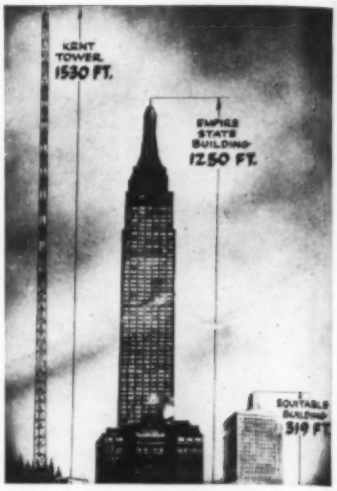
Joseph Behr, who has been with REL since 1943 in promotion and sales, has been elected secretary of the company. Previous to joining REL he was for many years with the Dutch Shell Oil Co. as buyer of electronic equipment.

REL last week delivered its first 3 kw transmitter to the Cleveland Board of Education. After ironing out production difficulties, these transmitters will be regularly coming off the line. Last year the company installed 22 1 kw stations.

CBS Names H. V. Barrett TV Promotion Manager

HALSEY V. BARRETT, former business manager of *The Army and Navy Bulletin*, and a charter member of the American Television Society, has been appointed promotion manager for CBS television.

Previous to serving with the U. S. Navy, Mr. Barrett spent two years in sales promotion and research with WOR New York, and after that was promotion director of WNEW New York. He then joined *Tide Magazine*, New York, as assistant in sales to the president and publisher, position which he left to go on active duty with the Navy.



WORLD'S HIGHEST structure—a tower for FM broadcasting—is planned by KRNT Des Moines, owned by Cowles Broadcasting Co. Height of the tower, 280 feet greater than Empire State Bldg. in New York, is illustrated here in comparison with Empire State and Des Moines' Equitable Bldg. KRNT has FCC authorization for FM outlet with effective radiated power of 157 kw.

WHAR Clarksburg, W. Va. MBS Affiliate, Launched

WHAR, 250-w fulltime Mutual affiliate, is now on the air at Clarksburg, W. Va., on 1340 kc, Glake Merrill, general manager and principal owner, announces. Mr. Merrill, formerly of Logan, Utah, and recently in the Navy for 39 months, formed a partnership in January 1946, with Andrew H. Kovlan, a radio engineer. Construction of the station was completed under their direction. Station operates under trade name of Mountain State Broadcasting Co.

WHAR's studios, offices and transmitter are located in a new, modernistic building at 1200 E. Pike St., Clarksburg. UP wire service is being used. Operating hours for station are 6:30 a. m.-1:05 a. m. on week days and 7:30 a. m.-1:05 a. m. on Sunday.

Mr. Kovlan is engineer for WHAR, and the remainder of the staff includes: Ruth Parsons, secretary and script writer; Bud Burka, program director and chief announcer; Gail Thompson, Paul Ellison, Jesse Spencer and Jimmie Darnall, announcers; Jack Welch, sports announcer; George Blackwell, sales manager; Willard Moore and Joseph Fawley, salesmen.

Granted FM License

CKWS Kingston, Ont., has been issued an FM license by the Department of Transport, Ottawa. Station is installing 250 w RCA transmitter to operate on 96.3 mc. CKWS will use the same programs on FM as on AM at first, and expects to be on the air with the FM transmitter by early summer.

The COMBINATION to GEORGIA

THE GEORGIA MAJOR MARKET TRIO

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job **—at one low cost**

all **CBS** available at combination rates

★1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY **THE KATZ AGENCY,** INC.

Sears Demonstrates Wire Recorder Set in Chicago

PUBLIC DEMONSTRATION of a combination radio phonograph receiver with wire recorder was given last Tuesday in Chicago by Sears Roebuck Co., under whose brand-name (Silvertone) the set is being sold.

The wire recorder combination, believed to be the first of its kind to be made available to the public, will sell for $169.50 with one spool of wire, according to firm.

T. V. Houser, vice president in charge of merchandising for Sears, said the sale of the new recorder is being restricted to the company's retail outlets in Chicago because of limited production at the present time. Newspaper copy placed by Sears emphasizes the value of the wire recorder for home broadcasts, re-recording programs and records.

BARK by George Michael's prize-winning Gordon setter opens Mr. Michael's *Canine Comments* every Sunday afternoon at 1:15 on WGY Schenectady. The dog appeared a bit puzzled when the photographer came around but is not at all shy when the "go ahead" signal for the 15-minute show is given, Mr. Michael reports.

WCOA-FM PENSACOLA STARTS (ON 92.9 MC)

WCOA-FM, affiliated with WCOA Pensacola, one of the John H. Perry group of stations, is now on the air, operating with 3 kw on Channel 225 (92.9 mc). Temporarily the new FM outlet is broadcasting from six and a half to seven hours daily and, with the exception of one program, is duplicating the programs heard on WCOA.

Pensacola Broadcasting Co., which operates WCOA and WCOA-FM, is planning separate FM operation within 60 days, according to Jack Rathbun, general and sales manager. The plan is to operate the FM outlet on a schedule similar to that of WQXR New York when arrangements have been completed for the separate programming. The station believes that music such as WQXR presents will appeal to pioneer FM set purchasers, Mr. Rathbun says, but he adds that the younger generation is to have at least one hour of popular music too. In addition, when WCOA-FM goes independent it will feature news, local public service programs and on-the-spot recorded shows.

Included in the promotion for WCOA-FM have been a minimum of four spot announcements daily on WCOA, newspaper advertisements, newspaper publicity, a 12-page booklet illustrated with photographs telling about WCOA-FM and weekly schedules of the station's broadcasts which are sent to every FM set owner.

A Lady's Plea!

ONE RESIDENT of Alpena, Mich.,—a woman—is having difficulty with singing commercials, but not because she doesn't like them. The lady has written to WATZ (1450 kc, 250 w) requesting that Fox DeLuxe Beer's singing commercial be aired at 4:30 p. m. instead of 4 p. m. As it is now, the lady complains, she has to rush home from work to hear it.

...AND ANOTHER DOOR OPENS
ON A Still Richer MARKET!
CORPUS CHRISTI
New Industries to invest $30,000,000 here in '47!
1947 promises to be the greatest year in the industrial development of Corpus Christi!
Construction of new plants and expansion of existing industries will represent investments totaling more than $30,000,000! Most of these new industries are being brought to Corpus Christi because of natural resources available or agricultural crops grown here . . grain, livestock, oyster shell, natural gas, native clays, and accessibility to deep-water transportation.
KEYS offers you the key to this expanding, important Gulf Coast Market!!
AFFILIATED WITH TAYLOR HOWE SNOWDEN
COLUMBIA ★ BROADCASTING ★ SYSTEM
KEYS
YOUR DIRECT COURSE TO A FABULOUS TEXAS MARKET
250 Watts
1490 KC
Corpus Christi, Texas

WILK Wilkes-Barre, Pa., On Air as ABC Affiliate

WILK Wilkes-Barre, Pa., is on the air as a fulltime ABC affiliate with 250 w on 1450 kc. Directing the new station for Wyoming Valley Broadcasting Co., licensee, are Roy E. Morgan, general manager, and Thomas P. Shelburne, station manager. Company officers include: Dr. I. C. Morgan, president; Harold T. Gray, vice president; Rep. Mitchell Jenkins (R., Pa.), treasurer; Mr. Morgan, secretary. Other directors are Attorney Leon Schwartz, Vernon Wise, Gerald Wise and Mr. Shelburne.

New studios for WILK have been constructed in Wilkes-Barre, and the transmitter is just across the Susquehanna River in Kingston. Station is operating on an 18-hour schedule.

Staff members, in addition to Mr. Morgan and Mr. Shelburne, include: Hal Berg, program director; Chuck Whittier, sports director; Jerry Butler, sales manager; N. J. DeFrancesco, chief engineer; Betty Blair, women's editor; Buddy Brode, Bill Williams and Fred Chapman, announcers; Carl Kneily, Ted French and Paul Evanosky, engineers. Also on the staff are Nancy Dolphin, Janet Bell, Molly Willis, Lucille Svitzer, John Sobel and Jack Swazey.

FEATURING for first time top radio stars instead of movie stars, "Silver Theatre", will be summer replacement for "Adventures of Ozzie and Harriet," Sunday on CBS starting early in June from New York. Show is sponsored by International Silver Co., New York, through Young & Rubicam, that city.

Speaking of SPORTS

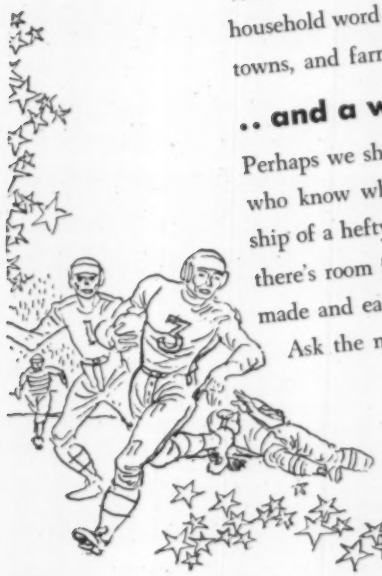
● Once upon a time there were two lads in the Midwest who weren't interested in basketball. Their names, it seems, were La Salle and Marquette. Nothing much has been heard of them lately. But since their time, practically *everybody* in the Midwest has become a basketball fan. Thousands watch the games regularly. Hundreds of thousands (you count 'em) who can't *get* to the games, *listen* to them.. on Fort Wayne's WOWO.

Fort Wayne, you see, is something of a basketball capital. It's the home of the "Zollner Pistons," world's champion pro outfit, whose games are broadcast over WOWO. And there's a lot of other fast ball played in this area.. high school, college, and professional. Not to mention football and baseball in their seasons. WOWO covers a big segment of this sports scene, to the delight of a widespread audience. Further to delight this audience, WOWO keeps a full quota of sports reporters and commentators who savvy the game *and* the listeners.

WOWO sports chief is Hilliard Gates, whose name is a household word in a staggering number of homes in cities, towns, and farm country.

.. and a word on sales

Perhaps we should add that several regional advertisers, who know whereof they speak, have spoken for the sponsorship of a hefty percent of WOWO's sports coverage. But there's room for a few more customers who want a ready-made and eager audience in this rich Midwest market. Ask the man from NBC Spot Sales.



FORT WAYNE

WOWO

Indiana's Most Powerful Station

WESTINGHOUSE RADIO STATIONS Inc

KYW · KDKA · KEX · WBZ · WBZA · WOWO

National Representatives, NBC Spot Sales—Except for KEX · For KEX, Free & Peters

Antonio Stradivari made one of them

Violins look pretty much alike—at first glance. If you examine a little closer you can tell a genuine Stradivarius. It's worth it because only the skill of Stradivari himself could create such a perfect symmetry, the transparent ruby finish and the magnificent tone.

Of course we are not violin makers, but we admire talent and excellence. We are proud of our successful 14 year performance record, of our freedom from constant change in sales personnel and of our consistent adherence to the same principles of operation. These things have given stability to our business and security to the stations we represent.

PAUL H. RAYMER COMPANY INC.

Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

Another Truman Hit

THOSE subject to FCC regulatory processes wonder about the political significance of the appointment of Commodore Edward M. Webster, former Coast Guard communications chief, as the seventh member of that Commission. There isn't any.

Mr. Webster is an engineer with broad executive and military experience. He is an independent, politically. As a native of voteless Washington, he has never had occasion to declare himself.

Mr. Webster is a prototype of Commissioner E. K. Jett. Like Mr. Jett, he had served in Naval communications (the Coast Guard is part of the Navy in wartime, the Treasury in peacetime). He had served as an assistant chief engineer of the FCC before the last war, working under Mr. Jett, then chief engineer. While he has never handled broadcast engineering, he knows technical radio as few men do, and he knows Government.

The FCC's proper function is regulation of the technical aspects of the mass radio media, with more stringent control over the common carriers. Our complaint is that the Commission seeks to apply common carrier concepts to the broadcast services.

Even though Mr. Webster has had no direct connection with broadcast services, we predict it won't be long before he's thoroughly conversant with them. He has the technical foundation, he is intelligent, he is a hard worker, and he has integrity. He will make a good running mate for Commissioner Jett, particularly. It should be noted, too, that Chairman Denny (who urged President Truman to appoint Mr. Webster) and Mr. Jett have been voting together on most controversial broadcast matters these days.

We applaud the appointment.

Record for All

"RADIO'S RECORD," presentation of the achievements of American broadcasting compiled in dramatically direct fashion by Dorothy Lewis of NAB and Frances Wilder of CBS, won a highly deserved ovation from the hundreds who witnessed its unveiling March 8 at the annual luncheon of the Assn. of Women Broadcasters of NAB.

Starting with a quotation from Brig. Gen. David Sarnoff, RCA president, that "in America the richest man cannot buy for himself what the poorest man gets free by radio," the presentation, page by page and field by field, reports on Radio Record. Item: News. "Democracy cannot survive where the people are uninformed. . . . World news in a half second, national and local, reaches 87% of the USA." Item: Music. "Radio has made good music appreciated because radio has made good music familiar." Item: Sports. "45,266 people paid $1,925,565 to see the Louis-Conn fight . . . 61,000,000 listened to it free." Item: Comedy. "Laughter in the public interest."

But an audience of hundreds is not enough for this vivid report of, for and by American broadcasters. BROADCASTING suggests to the NAB that "Radio's Record" be reproduced two ways—first, in easel form for use by local broadcasters at meetings of social and civic groups in their own communities; second as booklets for general distribution.

Wise Advisory Council

THE BUSINESS of broadcasting is getting to be everybody's business. Stations are licensed wholesale, auguring for more brisk competition. The big berthas of the professional reformers are trained on advertising credits. Seasonal shifts in network business become horrendous headline stories in the general and business press. A move, in the making for months, looking toward more effective self-regulation of radio becomes a dreamed up front-page blast about a "czar" and "plug-uglies" and cathartics, with Blue Book trimmings.

This can be good or bad, depending upon the way you look at it. Certainly the printed media won't headline radio when radio business is booming. After all, they're competitive. The advertiser, being a business man, is going to complain about talent and time costs. He's going to bargain and bicker and insist upon strong-selling commercials, if he can get them.

But now the successful radio advertisers—and their number are legion—have come to the realization that radio as a medium may get hurt in this melee. Perhaps less pungent copy will sell, and perhaps the broadcaster knows better the public taste and programming balance.

Hence the project for formation of a Broadcasters Advisory Council [BROADCASTING, March 10] geared toward improvement of radio's service to the public presents interesting prospects for joint broadcaster-agency-advertiser cooperation. Properly set up, it could do much to end the working at cross-purposes which has animated radio all too long. It could clear up the commercial credit confusion at the source. It could end the bickering about continuity acceptance, and place it where it must repose—with the broadcaster.

Talk about a "czar" is foolish. Talk about a tight tripartite association of stations, advertisers and agencies with dictatorial powers is ridiculous. Uncle Sam's minions, in the person of the anti-trust division of the Department of Justice, probably would be after that before the ink of its charter dried.

But an *advisory* council, which would convey its recommendations to the newly appointed Standards of Practice Committee of the NAB, could contribute materially. The station is the licensee, not the advertiser or the agency. The stations (or most of them) have bound themselves in a voluntary organization—the NAB. The NAB has established a committee for the precise purpose of developing self-regulation standards. That machinery exists.

Certainly all those in radio do not feel that optimum service is being delivered. Even with radio's wealth of research and audience survey activity, not enough is known about public program tastes. There should be a continuing study of public acceptance of programming, paralleling or going beyond the continuing newspaper study.

The *advisory* council plan to us appears to be on the right track. Of course, a coordinating office would have to be maintained to give effect to this plan. But that by no stretch means a "czar." It means simply the setting up of a secretariat to administer whatever researches are decided upon. It should be supported by equal contribution of the three segments which would stand to benefit.

With such a theme and structure an Advisory Council could perform in a way that would inure to the benefit of the public, the broadcaster and the advertiser. Anything beyond that would be usurping the functions of the NAB, might provoke a schism in radio, and could well court anti-trust action.

Our Respects To—

WILTON ELISHA COBB

LATEST HONOR to come to Wilton Cobb, general manager of WMAZ Macon, Ga., was that paid him by the Alpha Chapter of Digamma Kappa radio fraternity of the U. of Georgia. He was named Georgia's Radio Man of the Year.

The award was in recognition of his efforts in behalf of the first Georgia Radio Institute which was held in November on the U. of Georgia campus. Mr. Cobb was the instigator, and is now chairman of the Institute Committee.

"You more than any other come nearer to fulfilling radio's duties to the public," the citation reads. "You have the true conscience of a radio man and we are especially proud to call you our brother."

Mr. Cobb began his radio career in August 1927 when he was named radio committee chairman for the Macon Junior Chamber of Commerce, which took over the operation of WMAZ from Mercer U., to which the station was licensed in 1922.

He continued to head the radio committee for the Jay-cee until WMAZ was leased to E. K. Cargill, George P. Rankin and himself in 1927. He started the first early morning program on the station, and also did announcing throughout the day.

He was secretary of the Macon Chamber of Commerce in charge of publicity, conventions and the Retail Merchants' Bureau when he resigned in 1929 to devote fulltime work to WMAZ—announcing and keeping books.

When the Southeastern Broadcasting Co. was formed in 1931 Mr. Cobb became secretary and treasurer. The corporation purchased WMAZ from the Macon Junior Chamber of Commerce in 1935.

He was named general manager of the station in December 1942. The following year the station won the Du Pont award.

Sigma Delta Chi journalistic fraternity of Emory U. honored him with a professional membership in 1944.

Putting a high value on the news department of a station, Mr. Cobb has built the WMAZ newsroom staff into a large, smoothly-running organization. There are five fulltime reporters, and in addition, parttime correspondents in high schools and colleges of Macon. The WMAZ newsroom uses AP and INS and is supplemented by a Washington news bureau.

He has a hard and fast rule prohibiting sale of local newscasts. The rule has been argued pro and con by WMAZ stockholders and other

(*Continued on page 52*)

SOUND *Confidence*

As mariners place confidence in—and are guided by—a beam of *light*, radio listeners in America's Third Largest Market place confidence in—and are guided by—the beam of *sound* they know as WCAU.

This confidence, built upon twenty-five years of broadcasting good entertainment, purposeful community service and prestige advertising can be your guide in charting a successful course in the great WCAU coverage area.

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

Respects

(*Continued from page 50*)

station managers, but Wilton Cobb is adamant. He simply doesn't approve of the policy.

A few years ago when Wesleyan College of Macon added a radio department, the WMAZ management equipped a studio on the school's campus. For the past four years, WMAZ has turned its facilities over to the students one day a year to give them practical experience in writing copy, announcing, newscasting, reporting and producing shows.

Mr. Cobb was born in Eastman, Ga., Sept. 26, 1902. He went through a four-year course at Eastman High School in three years, and was graduated with honors. From Eastman High he went to Georgia Tech to study electrical engineering. After one term he transferred to Emory U., and after one month there returned to Georgia Tech where he majored in Commerce for two years.

The little depression of 1921-22 wiped out his country banker father, so Wilton Cobb left school and started teaching the fifth through eleventh grades in a two-room school in Dodge County.

There seem to be few jobs he hasn't tried. While in high school he worked after classes as a soda jerker, and as an operator for a movie theatre.

He left school teaching to become a substitute rural letter carrier. Next he worked in a cotton gin and warehouse, writing seed check and cotton receipts.

For a year he was bookkeeper for the Dodge County Lumber Co. Then he entered Mercer U. for one year. While at Mercer he worked as a Fuller brush salesman in the afternoons, but spent more time in the city room of the *Macon Telegraph* than he did ringing door bells. He finally landed a job is reporter and after two years pounding news beats, he was promoted to sports editor.

Next he joined the staff of the Macon Chamber of Commerce which led him into radio.

He is married to the former Elizabeth Barfield of Macon. His main hobby is photography, and he is called an expert.

Video Conference

ONE-DAY television technical conference will be held in Cincinnati on May 3 under sponsorship of the Cincinnati section of the Institute of Radio Engineers. Included among demonstrations will be that of the Crosley Broadcasting Corp. video transmitter, which will be in operation on Channel 4 for the duration of the conference. Inquiries concerning the conference are being handled by E. J. H. Bussard, Crosley Corp., 1729 Arlington St., Cincinnati.

250 Watts
1450 KC

WILK

Wilkes-Barre
Pennsylvania

MEMORANDUM

From: The Management
To: The Wise Timebuyer

Does more than 10,000 pieces of mail received for the first three weeks of operation signify public acceptance of our ABC outlet in Wilkes-Barre?

We think it does. And we're sure you'll remember that fact when you want to reach Pennsylvania's Third Largest Market. We're on *full time* with ABC, y'know, and Adam J. Young is our representative. Give him a call for details, or write WILK, Wilkes-Barre.

N. L. O'Brien to Manage New Pittsfield Station

APPOINTMENT of Norbert L. O'Brien as station manager and Lucien E. Dumont as program director of WBEC Pittsfield, Mass., has been announced by Western Massachusetts Broadcasting Corp., owners of WBEC. Station, which will be affiliated with ABC, plans to go on the air late in March on 1490 kc with 100 w fulltime.

Before joining WBEC Mr. O'Brien was with the Gannett radio division from 1932 to 1945 as commercial manager of WESG Elmira, commercial manager and assistant manager of WTHT Hartford, and representative for Gannett radio stations in the office of J. P. McKinney & Son, New York. More recently he was with WCOP Boston.

Mr. Dumont was an announcer at WHEB Portsmouth, N. H., and later was at WCOP, where he has served as chief announcer for the past year and a half.

Principals in Western Massachusetts Broadcasting Corp. are Lawrence K. and Donald B. Miller, owners of the Eagle Publishing Co., which publishes the *Berkshire Evening Eagle* [BROADCASTING, Oct 14, 1949].

NAB'S FM COMMITTEE TO MEET IN NEW YORK

PROGRAM of activity for the NAB's FM Dept. will be drawn up by the association's 1947 FM Executive Committee, which will hold its first meeting March 27 at the Waldorf-Astoria, New York. Committee chairman is Walter J. Damm, WTMJ-FM Milwaukee.

No formal agenda has been prepared for the meeting, since it will be of an organizational nature, but discussion is expected to cover the gamut of current FM problems, including technical and business questions.

Other committee members are: Gordon Gray, WMIT Winston-Salem; John Shepard 3d, Yankee Network; John V. L. Hogan, WQXQ New York; Leonard L. Asch, WBCA Schenectady; Lester Nafzger, WELD Columbus; Everett Dillard, KOZY Kansas City; Clarence Leich, WMLL Evansville, Ind.; Cecil Masten, WNBF-FM Binghamton; Matthew Bonebrake, KOCY-FM Oklahoma City. Board liaison members are Wayne Coy, WINX-FM Washington, and Martin Campbell, KERA-FM Dallas.

CBC Board Meet

CBC BOARD OF GOVERNORS meeting is being held at Ottawa March 24-26, at which it is expected budget for forthcoming fiscal year, April 1-March 31, 1948, will be discussed, as well as recommendations for renewal of independent station licenses on April 1.

MANAGEMENT

HARRY MAIZLISH, general manager of KFWB Hollywood, is in New York for three weeks to line up additional accounts for daily Martin Block recorded program, starting on that station June 2.

E. A. RAWLINSON has been named managing director of CKBI Prince Albert, Sask.

R. B. WILLIAMS, manager of KVOA Tucson, Ariz., has been elected president of Tucson Ad Club.

MICHAEL R. HANNA, manager of WHCU Ithaca, N. Y., has been appointed New York State Radio Chairman for 1947 campaign of American Cancer Society.

FRANKLIN M. DOOLITTLE, president of WDRC Inc., licensee of WDRC Hartford, Conn., and **WALTER HAASE**, WDRC manager, are in Boston on station business.

R. G. WINNIE, manager of WTMJ and WTMJ-FM, Milwaukee, was honored Mar. 5 at testimonial dinner given by Wadhams Division of Socony-Vacuum Co., sponsors of sports programs.

MERRILL INCH, manager of KWRN Reno, Mar. 1 addressed Nevada State Press Assn. convention on "FM, Facsimile, and the Small Newspaper."

EDGAR KOBAK, president of MBS, March 13 was guest speaker at Annual Award dinner and Bosses Night program of the Canton, Ohio Junior Chamber of Commerce.

CLENTON W. PRICE, assistant manager of KVSM San Mateo, Calif., is the father of a boy.

ABC STATION OFFICIALS CONVENE AT ATLANTA

ABC OFFICIALS and members of affiliated stations met in Atlanta March 13, with Mark Woods, ABC president, and John H. Norton Jr., ABC vice president in charge of stations, attending.

In addition to meeting with the station officials, Mr. Woods planned to talk with representatives of leading civic organizations to obtain direct impressions of the thoughts and views of people throughout all sections of the U. S.

The ABC executives also will meet with affiliated stations in Kansas City, Mo., Fort Worth, Tex., Salt Lake City, Detroit and New York.

Representatives of 65 ABC affiliates attended the Atlanta meeting last week, with Fred Weber of WDSU New Orleans and Robert R. Feagin of WPDQ Jacksonville, Fla., as co-chairmen.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

(On the Air About April 1st)

WORLD'S BIGGEST TEXTILE MILLS

YOU MAY SWIM 292 MILES, NON-STOP*—

BUT—YOU CAN'T FLOAT INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

Here are some figures (Hooper figures, incidentally) that have opened a good many eyes, recently. We hope they'll do the same for you!

From 12 noon to 6 p.m., Mondays through Fridays, WKZO-WJEF have a 37.4% Share of Audience in Grand Rapids-Kalamazoo. ALL other CBS stations combined have 11.7%—ALL NBC have 27.3%—ALL ABC have 13.8%—ALL MBS have 6.4%!

In other words, you could use *every* other station heard in Western Michigan—and still miss over a third of your afternoon audience (and our morning and evening figures come out the same way)!

Ask for the complete Hooper Report—from us, or from Avery-Knodel, Inc. Or, for that matter, just ask any advertiser who has ever done a top-notch job in Western Michigan. . . .

** John V. Sigmund of St. Louis did it in 1940—in 89 hours, 42 minutes.*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

AGENCIES

WENTWORTH MANN, account executive with McCarty Co., Los Angeles for 11 years, has resigned to open own agency, Mann Adv. Co., 3508 Wilshire Blvd., Los Angeles. Agency will offer close personal service to small industrial and consumer advertisers.

HENRY R. TURNBULL, partner of Gahagan, Turnbull & Co., New York, has resigned. Mr. Turnbull will announce his future plans soon. He has temporary offices at 250 Park Ave.

VIRGINIA BUTLER, chief time buyer at Lennen & Mitchell, New York, and formerly with Edward Petry & Co., Chicago, and Duane Jones Co., New York, March 15 resigned from business to devote her time to her home. She is the wife of **HENRY TURNBULL**, formerly of Gahagan, Turnbull & Co., New York. She joined Lennen & Mitchell in 1945.

Miss Butler

HOWARD SCHREIBER, formerly with CBS Radio Sales, has joined radio staff of Lennen & Mitchell.

DUANE JONES Co., New York, has acquired several floors of office space at 11 East 52nd St., and has moved its research, radio and account departments there. Agency's headquarters is located at 570 Lexington Ave.

JEAN LAWLOR, formerly with Compton Adv., New York, has joined Sullivan, Stauffer, Coldwell & Bayles, New York, as time buyer.

LESTER WITT former assistant production manager of Ruthrauff & Ryan, Chicago, has joined W. W. Garrison & Co., Chicago, as production manager.

ERNEST A. HOLMES, member of research staff of McCann-Erickson, has been transferred from New York office to head agency's Chicago research department.

PROCTOR M. FISKE, vice-president of Behel and Waldie and Briggs, Chicago, has resigned to become vice president of Schnell-Mills Inc., Chicago. **ARTHUR KANASKE**, associated with Behel and Waldie and Briggs since 1941 was named vice president to succeed Mr. Fiske.

HERBERT F. ZIMMERMAN has been appointed office manager for Needham, Louis and Brorby, Chicago. He joined agency in 1941 as service man in art department.

JOHN RAVENEL, free-lance writer and AAF veteran, has joined McCann-Erickson, Chicago, as writer in radio department.

NORMAN WINTER, formerly with American Cancer Society, has joined Foote, Cone & Belding, New York, as director of television and commercial motion pictures.

DOUGLAS ROBBINS, formerly with MacManus, John & Adams, Baltimore, Md., has joined production department of Brook, Smith, French & Dorrance, Detroit.

STEWART BARBOUR, formerly of BBDO, New York, has joined copy writing staff of La Roche & Ellis, New York.

HOWARD KORMAN, former vice president in charge of merchandising and promotion at McCann-Erickson, New York, has joined Donahue & Coe, New York, as merchandising director.

TED BYRON, formerly with motion picture bureau of N. W. Ayer & Son, New York, has been commissioned on free-lance basis by recruiting service of the U. S. Army to do a new series of films. Arrangements made through the agency.

FRED JONES, copy writer formerly with Biow Co., San Francisco, has joined San Francisco office of Ruthrauff & Ryan.

STEVE MUDGE, formerly with D'Arcy Adv., New York, where he was in charge of Coca Cola "Spotlight Band" shows, and prior to that with MBS and ABC, has been appointed manager of newly opened offices of Ewell & Thurber Assoc., in Empire State Bldg., New York.

CAROLINE ADAMS, formerly with office of John D. Rockefeller Jr., has joined foreign department of McCann-Erickson Inc.

N. J. (Bert) CAVANAGH has resigned as chief timebuyer of Roche, Williams & Cleary, Chicago, following 11 years with agency.

F. B. RYAN Jr., president of Ruthrauff & Ryan, New York, representing Yale Club, last week won National Squash Tennis Championship at Columbia Club.

ALEXANDER EWING, former assistant to advertising manager of Sheffield Farms, New York, and **BERNITA ARNOLD**, former art director of Fred Stern Studios, New York, have joined Manning Adv., New York, as account executives.

McJUNKIN Adv., Chicago, founded 1905, has changed name to **GORDON BEST Co.** No changes have taken place in structure or operation of company.

ELSA WAGNER, formerly credit manager of Superior Optical Co., Los Angeles, has joined Davis-Hood & Assoc., Los Angeles, as office manager.

INEZ DRAKE, new to advertising, has joined Atherton & Co., Hollywood, as account executive.

EDIN BUEDOW, formerly in New York radio, has joined radio department of Stodel Adv. Co., Los Angeles.

HENRY H. STERLING, Inc., Los Angeles agency, has been discontinued.

EUGENE AUSTIN, formerly of Western Agency, Seattle, has joined BBDO Los Angeles as account executive.

SIDNEY W. KAHN, production manager of Bass-Luckoff, Hollywood, and Bobbe Schefman were married Mar. 9.

RICHARD K. BELLAMY, manager of publicity department at Benton & Bowles, New York, is the father of a girl.

DONALD C. LONGYEAR has joined research department of Brooke, Smith, French & Dorrance, New York.

Tube Output Down

JANUARY production of receiving tubes totaled 20,203,509, somewhat below the October-December average, according to Radio Manufacturers Assn. Of the January total 13,243 tubes were for new sets, 5,497,084 for replacements, 1,416,151 for export and 46,619 for Government agencies.

2 Vice Presidents Named by Advertising Council

ALLAN M. WILSON, assistant to the president of the Advertising Council in Washington, D. C., and George P. Ludlam, radio director of the Council in New York, have been appointed vice presidents of the organization.

Mr. Wilson has managed many Council campaigns and for a time was acting president of the organization. Before coming to the Council in 1943 he was with the War Manpower Commission, directing local manpower campaigns throughout the country.

Mr. Ludlam, in addition to being elected vice president, also has been appointed director of the New York office, succeeding Douglas G. Meldrum, who died two weeks ago. Before joining the Council Mr. Ludlam was chief of the OWI radio bureau and at one time was with NBC.

U. S. Shortwave Network To Cover Moscow Parley

THE WORLD will hear about the Council of Foreign Ministers' meeting in Moscow from the Voice of America—speaking in 25 languages over the global shortwave network operated by the State Department's Office of International Information and Cultural Affairs.

A special daily basic report is being filed from Moscow by David Penn, the "Voice's" correspondent, to be integrated with editorial comment from newspapers throughout the United States for programming from the 25 language desks of the Department's radio studios in New York.

Tyler, Tex., Gets FM

FM AFFILLIATE of KGKB Tyler, Tex., is now on the air, operating on channel 280 (103.9 mc). KGKB-FM is owned and operated by James G. Ulmer and James G. Ulmer Jr., a partnership. At present it is broadcasting on a temporary basis atop the Tyler Commercial College Bldg. Station is using a 250-w GE exciter unit, and it has for future permanent use a Western Electric 8-bay antenna.

Buy WAYS

the ABC and Mutual Station
For a hard hitting sales job
In the Charlotte Market
(Largest City in the Carolinas)

WAYS 610 KC CHARLOTTE, N. C.

Now! 5000 WATTS DAY 1000 WATTS NIGHT

WEED & COMPANY, *National Representatives*

Scripts that

SPARKLE

For Your Easter Basket

holiday productions

715 Latham Square Bldg. Oakland, Calif.

WHHM

The Station that gets
FAN MAIL
from other radio stations

That's one way to identify WHHM, the station with the most listeners per dollar in Memphis.

Several things lead us to the conclusion we've made a better than average sized splash in Memphis radio.

One is the number of letters, wires and phone calls from other radio stations asking, in effect: "How Did You Do It?"

Another is the robust Hooper ratings we've garnered against network rivals in Memphis.

Our advertisers lead us to the conclusion we're bringing in results . . . judged at the cash register, if nowhere else. Memphis merchants count results and that's what they get on WHHM.

WHHM MEMPHIS, TENNESSEE

INDEPENDENT—BUT NOT ALOOF

Represented by FORJOE & CO.

PRODUCTION

ROGER WAYNE, former chief librarian and music programmer at WMCA New York, has joined executive production staff of WHNY and WHLI Hempstead, N. Y., new FM and AM stations, respectively, to begin operation early in May [BROADCASTING Feb. 17].

IRVING LANDAU, former musical director for War Savings Staff of Treasury Dept. has been appointed musical director of WINS New York, effective April 1, succeeding **BERT SHEFTER**, resigned.

AARON EDWARDS, former announcer at KSRO Santa Rosa, Calif. and KXOA Sacramento, has been appointed chief announcer of KVSM San Mateo.

LES SANDS, formerly of WNOX Knoxville, Tenn., has joined WWDC Washington, as announcer on "Open House" program, heard daily 10-11 a.m. He succeeds **RAY MORGAN**, who leaves show to assist **ARCH MacDONALD** in broadcasts of Washington Senators' baseball games for WWDC.

HARVEY CARY, staff announcer at WBBM Chicago, has resigned to become program director of WKRC Cincinnati, effective April 1.

EVE MINK has joined WWCO Waterbury, Conn., as receptionist. **LOIS FENTON**, script writer at WWCO, has taken leave of absence for one month to vacation in Florida.

BILL CARLSON, chief anouncer of WTOD Toledo, is the father of a girl.

JAMES McNAUGHTON, scenic designer for CBS television, March 14 discussed "Designing in Television Today" before Production Seminar of Television Workshop, New York.

JOHN McLEAN veteran of AFN in Germany, has joined production staff of WBZ Boston and WBZA Springfield.

BARRY SHERMAN, former producer-announcer at WRVA Richmond, Va., has joined anouncing staff of WOL Washington. He has assumed name of Barry Sherwood to avoid confusion with WOL announcer **BUD SHERMAN**.

LUCILLE GALLION, traffic and continuity director of WLOG Logan, W. Va., has been appointed program director.

RICHARD NEHER, program director of WHBC Canton, Ohio, has been awarded "key" by Construction Council of Stark County for successful cooperation between council and station. Key is labeled "You've Opened the Door, Richard, Thanks."

MARSHALL KENT, WJJD Chicago writer-narrator, has joined Community Fund of Chicago, as radio head. He will continue at WJJD until his contract expires in April.

DON GRAHAM, writer-anouncer at WILM Wilmington, and formerly of KVOA Tucson, Ariz., is returning to staff of KVOA.

DENNIS W. BUSSARD, former KSOO-KELO Sioux Falls, S. D., announcer, has been appointed continuity director at WELM Elmira, N. Y.

GEORGE CALLISON, writer-announcer at KVOA Tucson, Ariz., is the father of twin girls, Sharon and Sheila.

NOEL CROTEAUS, scriptwriter of CKAC Montreal, is the father of girl, Marie Anita Lise.

HUGH HARPER has joined announcing staff at WKZO Kalmazoo, Mich.

TONY CHASTAIN, formerly with WKY Oklahoma City and WKAT Miami, Fla., has joined announcing staff of KTRM Beaumont, Tex.

CARLETON ALSOP, Hollywood radio producer, and Sylvia Sidney, film and stage actress, were married Mar. 5.

NAT MONASTER, BOB SINGER, DEAN BOOTH and **LEE GARSON** are new Hollywood script writers on NBC "Duffy's Tavern."

JIM BANNON, Hollywood free-lance announcer, is the father of a girl. Mrs. Bannon is professionally known as **BEA BENADARET**, radio actress.

DICK HANNA, Hollywood radio producer, and Vicki Washington were married Mar. 3.

TOM KNIGHT, Merchant Marine veteran formerly with WAYS Charlotte, N. C., has rejoined WAYS anonuncing staff. **MARTY TALL**, formerly with KOH Reno, also has joined station's announcing staff.

ARTHUR L. HELLYER Jr., announcer at WKNA Charleston, W. Va., and Elaine L. Miller, were married Mar. 14.

MIKE GANNON, formerly of WCRS Greenwood, S. C., and **ALLAN BROWN**, formerly of WTMA Charleston, S. C., have joined announcing staff of WIS Columbia, S. C. **HAROLD BOURGEOIS** has joined station's copy department.

COURT BENSON, narrator for "Tennessee Jed" on ABC, has been signed for Molle Shaving Cream "Big Town" on CBS, Tues. 8 p. m. Agency is Young & Rubicam.

JIM THOMAS, veteran of radio in Arizona, has joined KRUX Phoenix announcing staff. **DOROTHY TAYLOR** has joined station's program department.

DEL HESTER, formerly of WFRP Savannah, Ga., and AFN Paris, France, has joined announcing staff of WPAG Ann Arbor, Mich.

TO CELEBRATE start of its sponsorship of CBS co-op program, "Red Barber, Sports," over WCBS New York on March 3, Borden Co.'s Pioneer Ice Cream Division that night feted Mr. Barber, CBS sports director (second fom l). Among those joining in celebration were (l to r) George Arkedis, WCBS sales; Mr. Barber; Bob Hite, announcer; Howard J. Dirkes, president of Pioneer; Joel F. Jacobs, vp of Doherty, Clifford and Shenfield agency. Pioneer bought program, heard weekdays 6:30-6:45 p.m., across the board.

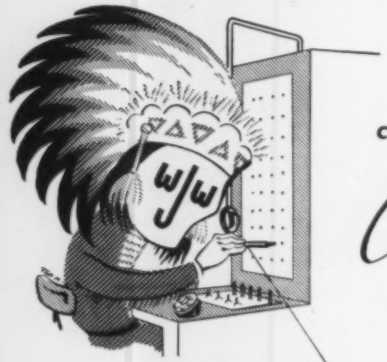
Savings Bond Disc Show Starts Week of March 30

THE NEW U. S. Savings Bonds' transcribed variety program, *Guest Star* will start during the week of March 30, featuring such radio personalities as Fibber McGee and Molly, Garry Moore and Jimmy Durante, Red Skelton, Burns and Allen, and an all-star recording to be called "The Road to Security," with Bing Crosby, Bob Hope and Dorothy Lamour. The Savings Bond orchestra and singers remain under the direction of conductor-composer Denes Agay, with Kal Kirby assisting.

In addition to the West Coast line-up, the *Guest Star* transcriptions in New York include Henry Morgan, Gladys Swarthout, Phil Baker, Lauritz Melchoir, Abbott and Costello, Alec Templeton, Kay Kyser, Morton Downey, Beatrice Kay, and Jinx Falkenburg and Tex McCrary. Kenny Delmar is host on the records cut in New York. Brent O. Gunts is producer of the series, assisted by Ruth Girard.

Color Video Show

A DEMONSTRATION program in CBS high frequency color television was broadcast last week from the network's Chrysler Tower, New York, transmitter, to the Wall Street offices of J. A. W. Iglehart Jr., member of the CBS Board. Mr. Iglehart, who is also a member of the W. E. Hutton financial house at 14 Wall St., invited a number of friends in the financial district to see the five 25-minute broadcasts, both live and film, on special receivers set up in his office.



CLEVELAND'S *Chief* STATION

DIRECT LINE TO **SALES...**

Yes, WJW, CLEVELAND'S CHIEF STATION gives you a direct line into the 7th largest, 5th richest market in the nation.

So—for greater sales . . . plug into a hot line—a direct line—reaching and holding more daytime dialers per dollar than any other regional station.

BASIC ABC Network CLEVELAND, O.

WJW 850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

BING CROSBY ENTERPRISES, INC.

Announce

the appointment of

LARRY ALLEN, INC.

As their representatives in the promotion and sales of packaged radio programs

LARRY ALLEN, INC.
F. J. Knorp, *Manager*
6381 Hollywood Blvd.
HEmpstead 0421

Everett N. Crosby
President,
BING CROSBY ENTERPRISES, INC.

Don't believe all you hear about Pacific Coast Radio!

Rumors are flying about the buying markets on the Pacific Coast... rumors that could easily leave an impression which is entirely incorrect. It has been said that people living outside certain major counties of the Pacific Coast account for nearly half of the retail sales.

That is true. But it confuses county boundary lines with metropolitan districts adequately covered by radio signals. For example: San Francisco County alone accounts for only 41.5% of the total retail sales in the San Francisco metropolitan district. Get the point?

HERE ARE THE FACTS: In eleven Metropolitan Districts on the Pacific Coast are

70.5% *of population*
72.6% *of retail sales*
73.5% *of radio homes*
77.6% *of effective buying income*

ABC Pacific Coast covers these markets, plus eight others—from *within*.

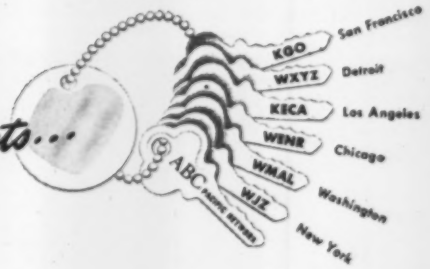
ABC Pacific Coast actually reaches:

94.6% *of the Coast daytime listeners*
92.5% *of the night-time listeners (primary areas)*

Test your program on ABC Pacific! You'll be amazed at the extraordinarily effective selling job this network will do for you.

(REMEMBER: all seven of ABC Spot Sales' keys to America's leading markets are under one roof... one contact for your convenience.)

Sales Keys to America's 7 Great Markets...



SPOT SALES DIVISION

ABC American Broadcasting Company

NEW YORK 33 West 42nd St. | CHICAGO Civic Opera Bldg. | SAN FRANCISCO 155 Montgomery St. | LOS ANGELES 1440 Highland Ave. | DETROIT Stroh Bldg.

RADIO
WOW
OMAHA
NBC
AFFILIATE
5000 WATTS
590 KC
WOW
WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

FM TUNER SET ($69.95) TO BE ON MARKET SOON

APPROXIMATELY 1,000 new "plug-in" FM tuner sets will be off the assembly production line and ready for dealers by early April, according to officials of Packard-Bell Co., Los Angeles. Fifty of the sets were scheduled to be in the hands of distributors in western states this week for dealer demonstrations and tests.

Selling at $69.95 each, the first sets have no cabinets, but are designed with suspension shelf for the record compartment for console models of radio-phonograph combinations. Size is 6 inches high, 9 inches wide and 10 inches deep.

On radio-phonographs, Packard-Bell officials explained, the phonograph plug is removed and plugged into the tuner, then the tuner cord is plugged into the phonograph socket on the set. On other radios the FM tuner is attached in the same way by first installing an inexpensive phonograph plug and socket in the sets.

Commenting on the new FM tuner unit, Howard D. Thomas Jr., executive vice president and general manager of Packard-Bell, said: "Many communities do not have FM broadcasting facilities yet and in other spots where FM stations are operating, reception beyond a limited range is quite unsatisfactory. Also, while the public may not be aware of it, FM reception is unsatisfactory in certain locations which are close to the broadcasting stations. We feel that in order to protect our customers, our good name and the future of FM broadcasting, it is unwise to immediately offer FM as an integral part of our higher priced units, when we know that certain purchasers may be unhappy with the results."

WKAT Assignment

APPLICATION was reported filed with FCC last week for assignment of license of WKAT Miami Beach, Fla., from A. Frank Katzentine as individual to WKAT Inc., new corporation in which he is sole stockholder. WKAT operates on 1360 kc with 1 kw.

COMMERCIAL

NEIL CLINE, former assistant manager of WHAS Louisville, has been appointed commercial manager of KTBS Shreveport, La. Mr. Cline also is the father of twins, Jane and Ed Lee, born March 9.

HAAN J. TYLER, account executive of KFI Los Angeles, has been named sales manager, effective April 1. He succeeds **GEORGE WHITNEY**, who resigned to become partner and Los Angeles manager of Harrington & Buckley Adv., San Francisco [BROADCASTING, Feb. 10]. Mr. Tyler previously was sales manager of KSFO San Francisco and former Los Angeles manager of Free & Peters Inc.

Mr. Tyler

DON CLEVELAND, formerly with sales department of Atlantic Refining Co. and International Harvester, has joined sales staff of WELM Elmira, N. Y.

MAURICE MITCHELL, sales manager of WTOP Washington, March 12, addressed Women's Ad Club, that city, on his prediction of things to come in radio.

DAVE FORSYTHE, JOHN MILLS and **SAM SIEGEL** have joined sales staff of KRUX Phoenix, Ariz.

ED COONEY, account executive of KGHL Billings, Mont., has been named chairman of Yellowstone County Red Cross campaign.

RICHARD H. WEILL, AAF veteran, has joined WAYS Charlotte, N. C. as sales manager.

DON FAIRBAIRN, former farm commentator, war correspondent and producer of CBC, has been appointed chief sales representative in CBC commercial division at Toronto.

WILLIAM CAMPBELL has been named auditor for Southwest Network with headquarters in El Paso.

TOM DOLAN, former New York ABC traffic manager, has been named to head Chicago office of The Walker Co.

Resumes Operation

WABD New York, Du Mont video station, which has been off the air while its new antenna was being installed and tested, resumed limited operations last week with a schedule of remote pickups and test pattens. Remotes included two evenings of boxing and one of wrestling, all from Jamaica Arena, and the pick-up of the President's address to Congress on Wednesday.

SONOCRAFT
DISC — TAPE — WIRE
for IMMEDIATE DELIVERY!
RECORDING EQUIPMENT AND RECORD BLANKS

REPRESENTING:
Presto Recording Corp.
Atlec-Lansing Corp.
Brush Development Co.
Recoton Corp.
Rek-O-Kut Co.
SONOCRAFT CO., Inc.
45 West 45th St., New York 19, N. Y.
BRyant 9-8997

Here's how they rate 8 to 8—

NETWORK STATION "A" . . 4.5

WNEW 3.7

NETWORK STATION "B" . . 3.6

NETWORK STATION "C" . . 3.4

NETWORK STATION "D" . . 3.2

8 A.M.-8 P.M. Mon.—Sat. February PULSE

More than ever... New York's No. 1 Buy

Represented by John Blair Co.

WNEW

24 HOURS A DAY

1130 ON YOUR DIAL

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

Promotion

ROBERT N. PRYOR, head of advertising and promotion for WCAU Philadelphia, has been named director of station's newly-revised promotion, advertising, education and publicity department. **RUTH WEIR MILLER,** former faculty member of Radio Institute for Teachers at WTOP Washington, has been named assistant to Mr. Pryor in educational field; **PATRICIA CURRY** named as assistant in advertising and promotion.

JOHN ZANE, announcer at WLOG Logan, W. Va., has been appointed promotion director.

JOHN RIDDLE, former Oklahoma newspaperman, has joined WFAA-KGKO-KERA Dallas as promotion director.

HARRY SAYERS, public relations director of CHUM Toronto, has resigned.

FRED A. SULLIVAN, WLAW Lawrence, Mass., public relations director, has been appointed to direct radio and press program in connection with observance of centennial of founding of city, during week of April 13.

JACK STELLING, former announcer with WKZO Kalamazoo, Mich., has been appointed director of publicity and promotion for Fetzer Broadcasting Co., owner of WKZO and WJEF Grand Rapids.

Postal Card Series

SERIES of three postal cards have been distributed as advanced promotion for WBAY Coral Gables, Fla., new 250 w station on 1490 kc which started broadcasting Feb. 26 [BROADCASTING, March 10]. First card, printed on black background, announced "Something new this year!"; followed by "danger" card, on orange background, warning "Don't overlook independent WBAY." Last of series is card on green "go ahead" background, featuring inscription, "Drawrof . . . spelled backward . . it's Forward! WBAY-More for your radio dollar."

Movie Trailers

AGREEMENT for trailer flashing call letters of KRUX Phoenix on screen at beginning of each performance has been completed by station with Paramount-Nace Theatres of Arizona. John D. Morgan, KRUX manager, expects to reach an audience of approximately 400,000 weekly through this arrangement.

Ted Husing Album

ALBUM featuring "Ted Husing's Bandstand," record program on WHN New York, Mon. through Sat. 10-12 a.m., 5-6:30 p.m., is latest promotion piece of WHN. Special program schedule is presented, along with illustrations of personalities heard on show, and promotion for "Bandstand" since it began four months ago. Back cover of folder bears slogan "Husing Wins 'Em When He Spins 'Em."

Progress Folder

SECOND in series of folders "Rome Wasn't Built in a Day—nor are radio stations" is being distributed by KMBC Kansas City. Three-color piece shows "what one man's station has done to justify greater responsibilities in tomorrow's broadcasting."

Nestle's Blotter

BLOTTER calling attention to new spot campaign on WCAE Pittsburgh, being conducted by Nestle's Milk Products Inc. (Nescafe and evaporated milk), is being distributed to merchants in that area.

Sport Sales

EMPHASIZING sales effectiveness of sport broadcasts conducted by Bump Hadley, sportscaster of WBZ Boston, two color folder is being distributed by that station. Titled "Play's the thing in New England," folder presents pictorial illustrations of sport events and inscription "Make a pitch with Hadley over WBZ. . . It's a season pass for any sponsor."

WGL Album

PICTORIAL review of television, FM, AM and radar is featured in new album being distributed by WGL Fort Wayne, Ind. Some 72,000 albums are being mailed to advertisers, agencies and listeners. Cover presents inscription "Going forward with radio."

WSPA Edition

WEEKLY newspaper in Spartanburg, S. C., The Textile Tribune, devoted its Feb. 21 issue to WSPA and WSPA-FM that city. Issue features activities of stations on Feb. 17 when WSPA celebrated its 17th anniversary and WSPA-FM increased power to 3 kw [BROADCASTING Feb. 24]. Pictures of visiting personalities, station personnel and studios are presented together with articles reviewing stations' progress.

Cards to Housewives

COLORFUL postal cards are being distributed to housewives in area as promotion for WESC Greenville, S. C., new 5,000 w station on 660 kc. Card bears inscription "Weep no more my lady!" and announces music and news programs of interest to housewives aired on WESC, "660 in Dixie," 2-6 p.m. daily. Three thousand cards are being mailed.

WEAW Featured

FEATURE article in February issue of "Purple Parrot," publication of Northwestern U., Evanston, Ill., gives review of activities at WEAW Evanston, FM station which went on air Feb. 1 [BROADCASTING Feb. 3]. Story is centered around university students who are training at new station. Full page of pictures of various station activities is included with article.

Farm Poster

COLORFUL poster at main entrance of Sears-Roebuck Farm Store, Canton, Ohio, calls attention to store's "Farm News" program heard daily at noon over WABC Canton. Station's farm editor Dick Merrin posts daily market reports on bulletin board, which is located beneath poster. Reverse side of bulletin board is used as a "trading post" where customers may list or obtain information on items they wish to buy or sell.

Cards to Grocers

POSTCARDS announcing National Biscuit Co.'s sponsorship of 7:45-8 a.m. portion of "Marty's Party," Mon., Wed., and Fri. on WHBC Canton, Ohio, has been sent to 1,000 grocers in that area. Card states, "your customers, who are welcome to make requests for records, will make record requests for Nabisco Shredded Wheat."

Power Increase

ANNOUNCEMENT of forthcoming increase of power to 50,000 w by WLAW Lawrence, Mass., is being printed in red ink on corner of all station's out-going envelopes. Phrase reads: 50,000 w on or about April 1." Cards also will be mailed out showing cluster of seasonal flowers with caption, "Spring is bringing more than jonquils to New England. It's also on the way with the new 50,000 w WLAW and it will bloom from Portland, Me., to Newport, R. I."

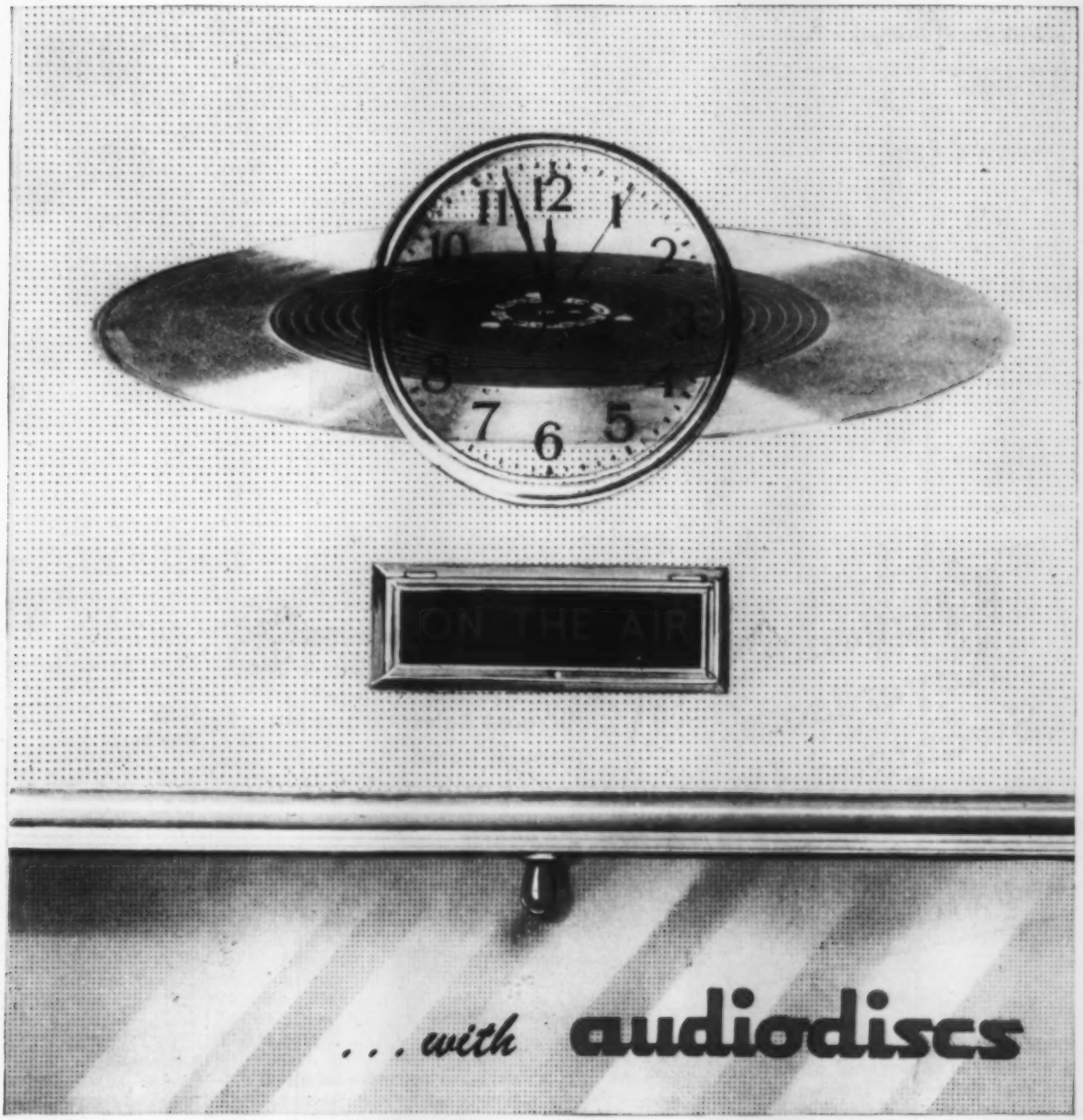
Jazz Scholarship

WOV New York is conducting preliminary sessions of its second annual jazz piano scholarship contest from 8 to 10 p.m., March 17, 18, 19. Station reports more than twice as many entries as it had last year when scholarship series was inaugurated.

21 YEARS *Young!*
WDOD
CHATTANOOGA, TENN.
CBS
5,000 WATTS DAY AND NIGHT
first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

PHILADELPHIA'S
No. 1 *Sports Station*
BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING
10,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street



The clock on the studio wall and the important warning signal below it are two ever-present reminders on which radio broadcasting depends.

Today, approximately half the time this warning signal appears in the broadcasting stations throughout the country, the studio clock is measuring the time of transcribed programs. This large proportion of broadcast time devoted to recorded programs is a significant tribute to the advancement in the quality of sound recording and reproduction.

In this spectacular trend of broadcasting, AUDIODISCS have played a basic role. These recording discs are the ones most extensively used for instantaneous recording, for the original sound recording in making pressings and for the Master discs used in the electroplating process

If it's worth recording—it's worthy of an AUDIODISC See your local AUDIODISC distributor or write:

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U. S. A. under exclusive license from PYRAL, S. A. R. L., Paris.

they speak for themselves **audiodiscs**

KOKOMO LIKES WKMO SHOW

250-w Station Proves What Can Be Done With Local Audience Participation

WKMO Kokomo's audience participation show, *Kokomo Kafe*, launched last July 1 as a summer replacement program, has proved what a 250-w station can accomplish in building a well-listened-to local program. The show became so popular that the WKMO management soon moved it into a permanent spot, 9-9:30 every weekday morning. First broadcast from WKMO's main studio, the program later was moved to Kokomo's Public Service Co. auditorium to accommodate the crowds. An average of 200 people attend daily, the station management reports.

Kokomo Kafe features audience songs, games, quizzes, interviews, a vocalist and a pianist. Local merchants and national manufacturers award prizes in return for courtesy mention on the program, and a Kokomo concern early last fall began serving free coffee and refreshments to those taking part in the show. Participants receive membership cards in the form of meal tickets.

A short comedy routine between Sid Collins, m. c. and quizmaster, and Frank Gregory, announcer and promotion director, opens the show, which is produced by Mr. Gregory. Usually there are five contestants, who are allowed to choose their own set of questions and prizes in the form of "menus" which are in keeping with the make-believe "Kafe" theme. Libby Evans, of WKMO traffic department, who doubles on the program, also uses the "Kafe" theme to work her housewife commercials into the format. Ideal atmosphere is provided by the Public Service Co. auditorium stage, which is built in the form of a modern kitchen.

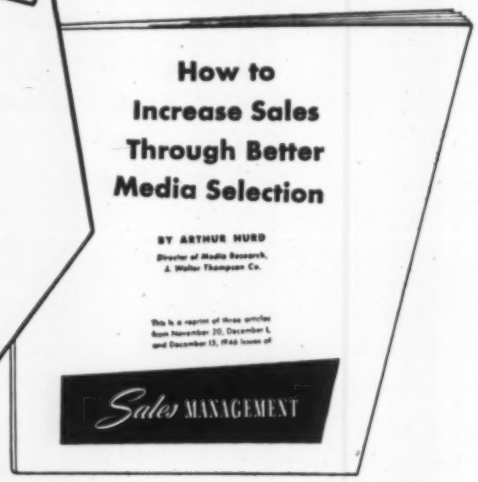
On the guest time portion of the program the m. c. rides about the "Kafe" on a buscart and conducts short interviews, with emphasis on local news events and questions concerning domestic life. The variety touch is provided by Betty Benson, former Ray Herbeck vocalist, and by Morrie Turnpaugh, who serves as Miss Benson's accompanist and does specialty numbers.

Personal appearances in Kokomo and surrounding cities have aided in building a large listening audience. Future plans for the show include a daily cooking school tie-up, with diplomas issued to graduates, and a telephone quiz which will make listeners eligible for prizes.

OTIS G. GASTON, formerly with KSAL Salina, Kan., has joined WKZO Kalamazoo, Mich., as news editor and newscaster.

National Advertisers Swamped Us with requests for this series on media selection.

(YOU may obtain a free copy of Mr. Hurd's series by writing our nearest office.)


How to Increase Sales Through Better Media Selection
BY ARTHUR HURD
Director of Media Research, J. Walter Thompson Co.
This is a reprint of three articles from November 20, December 1, and December 15, 1946 issues of
Sales MANAGEMENT

SALES MANAGEMENT subscribers—the sales executives of national advertisers—have kept our Reader Interest Department working overtime supplying them with reprints of our recent series, "How to Increase Sales Through Better Media Selection," by Arthur Hurd, Director of Media Research for the J. Walter Thompson Company.

And the orders *are still pouring in*—more than ten weeks after the appearance of the last article in this series!

We're not surprised. We expected it. Here's why:

With the return of a Buyer's Market, sales executives of national advertisers are more than ever deeply concerned with the problem of media selection. It is their responsibility to evaluate and pass on all advertising in terms of sales results per dollar spent . . . to coordinate media selection with their sales objectives in the local markets of the nation.

For help in this problem, as with *all* phases of the sales program, sales officials turn almost as one to SALES MANAGEMENT —the nation's *only* sales magazine.

Here is the time and the place to catch these men regularly with your advertising message — when they're reading SALES MANAGEMENT for guidance in their job of decisively speaking *the First Word on Markets* and *The Last Word on Media.*

Sales MANAGEMENT
Director of SALES
THE FIRST WORD ON MARKETS
THE LAST WORD ON MEDIA
ABC ABP
384 Fourth Ave., New York 16, N. Y.
333 N. Mich. Ave., Chicago 1, Ill. 15 E. de la Guerra, Santa Barbara, Cal.

TECHNICAL

HERBERT INMAN Jr., transmitter operator at WKNY Kingston, N. Y., has been appointed chief engineer.

THOMAS G. MORRISSEY, former engineer with AT&T, Denver, and technical advisor for KFEL that city, has joined KFEL staff as chief engineer. He previously was with radio research staff of Bell Telephone Labs, New York. Mr. Morrissey also owns and operates amateur station W2LNR Denver.

Mr. Morrissey

CHARLES S. BREEDING, formerly with KHUM Eureka, Calif., has joined engineering staff of KRUX Phoenix, Ariz.

LOU FRYE, formerly with several midwestern stations, has been appointed chief engineer of WLOG Logan, W. Va.

GEORGE SLINN, Canadian Army veteran, has been appointed engineer of CKVC Niagara Falls, Ont.

RCA ENGINEERING PRODUCTS Dept. has opened new district sales office in Kansas City, Mo., with **C. M. LEWIS** in charge. Office is located at 221 W. 18th St. **DAVE BAIN** handles broadcast sales for new office.

ELBRIDGE HOOKER has returned to engineering staff of WHEB Portsmouth, N. H., after temporary assignment with WKXL Concord, N. H.

JACK FREDERICKS, chief engineer of KFVD Los Angeles, and **MABEL A. GREGG**, secretary to **J. FRANK BURKE, Sr.**, station manager, were married March 7.

BILL BEALE, former technician of CBS Hollywood, has joined KFWB that city, in similar capacity succeeding **JIMMY HOOK**, resigned.

KVOA Tucson, Ariz., is now publishing monthly bulletin "KVOA Transmitter" with news of interest to radio technicians.

OWEN LEHR, chief engineer of WFNC Fayetteville, N. C., is the father of a girl, Nancy Jean. **BEN HARRISON**, also of WFNC engineering staff is the father of a girl, Judie Barbette.

RCA ENGINEERING PRODUCTS Dept., test and measuring section, announces that circuit testing of television, FM and other vhf applications is now possible with its new miniature crystal rectifying probe, which adapts RCA voltohmyst and chanalyst for testing within sensitivity ranges of these instruments.

C. P. MacGREGOR, head of C. P. MacGregor Co., Hollywood transcription producer, is in New York for two weeks on company business.

OUR EDITORIAL PROJECTS FOR 1947

1. *Improved financing for schools.*
2. *Development improved water supply.*
3. *Support for youth recreational center.*
4. *Establishment of city planning commission.*
5. *Improved program of public health.*

KFXJ

Serving Public Interest in Colorado for 21 Years
GRAND JUNCTION
920 KC 1000 WATTS

PEACETIME PROGRAM

WLAC Issues Booklet Showing Public Interest Activity

THE CHANGEOVER from wartime to peacetime broadcasting at WLAC Nashville has been documented in a booklet titled ". . . in the public interest . . ." The illustrated pages tell the story of various speeches made by Gov. Jim Nance McCord over WLAC, school coverage, youth programs, public opinion poll on daylight savings, state fair programs, reports from Congressmen, etc.

Along with the regular public service features pointed out in the booklet, special events programs are also spotlighted. Among these are the story of Nashville's new streamlined trains, covered by WLAC microphones; installation of natural gas; campaigns against traffic violators. Last page is a picture layout of stars of CBS heard over the Nashville station.

Video Institute

J. R. POPPELE, vice president of WOR New York and president of Television Broadcasters Assn., and Dr. Alfred N. Goldsmith, television consultant, will be co-chairmen of a two-day "television institute" to be held in New York's Commodore Hotel April 14 and 15. The institute will consist of seven panels and four seminars and will be under sponsorship of *The Televiser Magazine.*

NBC Meeting

REPRESENTATIVES of 26 NBC Western Division stations in 11 states will meet in Los Angeles March 31 through April 2 to discuss mutual problems. Network officials from New York scheduled to participate are Niles Trammel, president; C. L. Menser, vice-president in charge of programs; Ken R. Dyke, vice president in charge of broadcast standards; John Royal, vice president in charge of television; Easton Wooley, director of stations; Sheldon Hickox, director of station relations; Charles Hammond, director of promotion, and Syd Eiges, director of publicity.

CBS EFFECTS CHANGES IN DEPARTMENT SETUP

BUILDING OPERATIONS activities of the CBS Construction and Building Operations Dept., New York, have been designated as the Building Operations Division and transferred to the Operations Dept., Frank White, CBS vice president and treasurer, announced last week. In addition, the Construction and Building Operations Dept. has been re-designated as the Construction Dept.

Henry Grossman, former director of technical operations, has been appointed assistant director of operations, and will supervise both the Building Operations Division and the Technical Operations Division. The latter division is under the direction of R. G. Thompson, manager of technical operations.

Walter Pierson, former Sound Effects Division manager, has been named manager of building operations.

Other changes in titles effective with this transfer are C. R. Jacobs, formerly acting director of construction and building operations, now director of construction and Davidson Vorhes, former assistant manager of Sound Effects Division, now manager of the Division.

Stromberg-Carlson's Net In 1946 Totaled $802,910

STROMBERG-CARLSON Co. had a net income of $802,910, after taxes and reconversion expenses, for the year ending Dec. 31, 1946, according to a report released last week by Dr. Ray H. Manson, president. Payment of dividends on preferred stock amounted to $105,989, leaving a balance equal to $2.57 a share on outstanding common stock. Last year the figures were $708,962 for net income and $2.51 a share for common. The company's radio stations, WHAM Rochester and its FM affiliate, WHFM, showed net earnings, before taxes, of $342,240.

Indicative of the peak proportions radio production has attained, Stromberg-Carlson manufactured three times as many receiving sets in 1946 as in any previous year. Dr. Manson pointed out that in the FM field his company anticipates a demand for receiving sets that will take years to satisfy. Further, he said, television stations are being installed at such a rate that by the end of the year most of the larger cities will be served with video and Stromberg-Carlson expects to start delivery of new design receivers in late summer.

WE Dividend

A DIVIDEND of 75 cents per share on its common stock was declared by the Western Electric Co. board of directors last week in New York. The dividend is payable on March 31, 1947 to stock of record at the close of business on March 25, 1947.

Men who know Equipment best, know

LINGO STANDS FOR
PEAK PERFORMANCE!
LOW MAINTENANCE!
INSURED STABILITY!

LINGO
Vertical Tubular Steel
RADIATORS

only LINGO offers these Big "6" extras at no extra cost!

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

OUR ENGINEERING DIVISION IS AT YOUR SERVICE!

Write today for advice on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. . . In writing indicate location, power and frequency proposed.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

PRIMARY COVERAGE of 648,661 PEOPLE in South Carolina's leading market

REACHING 92,588 RADIO HOMES IN 13 RICH COUNTIES

THE WFBC MARKET IS YOUR BEST BUY IN SOUTH CAROLINA

RETAIL FOOD SALES $28,133,000

Represented by LEWIS H. AVERY, Inc.

WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

ACTIONS OF THE FCC

MARCH 7 TO MARCH 13

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

March 7 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—1070 kc

Monona Bcstg. Co., Madison, Wis.—Adopted order granting application for new AM station, 1070 kc, 5 kw-N 10 kw-D unl. DA-N.

AM—1300 kc

Cleveland Bcstg. Co., Cleveland—Adopted final decision granting application for new AM station, 1300 kc, 5 kw, unl., DA; cond. Denied application of Scripps-Howard Radio Inc. for same facilities and denied petition to reopen hearing.

AM—1230 kc

Pueblo Radio Co., Pueblo, Col.—Adopted proposed decision to grant application for new AM station, 1230 kc, 250 w, unl. Proposed decision to deny application of Dorrance D. Roderick for same facilities.

AM—1490 kc

Adopted supplemental proposed decision to grant following applications for new AM stations:

Beloit Bcstg. Co., Beloit, Wis.—1490 kc, 100 w, unl.

Village Bcstg. Co., Oak Park, Ill.—1490 kc, 250 w, unl.

Radio Wisconsin Inc.—1480 kc, 1 kw unl. Petition for leave to amend denied.

Following applications for same facilities proposed to be denied: The Elgin Bcstg. Co., Elgin, Ill.; Vincent G. Cofey, Elgin, Ill.; Community Bcstg. Co., Oak Park, Ill.; Edwin Mead, Rockford, Ill.

FM—Class B

Commission announced proposed decision to grant 10 class B FM stations in Chicago; one proposed denial.

ACTIONS ON MOTIONS

Commission adopted policy of permitting amendments to applications in hearing, to reflect changes in antenna design agreed to in engineering conferences after channel studies made pursuant to expediting procedure on AM applications, such amendments to be applied for by petition upon which Motions Commissioner will act. (Action taken Feb. 20).

(By Commissioner Jett)

WJW Cleveland—Granted petition insofar as it requests leave to intervene in hearing on application of WEHD Inc., Warren, Ohio; insofar as petition requests enlargement of issues to include issue re interference to WJW, it is denied.

WNAC Boston—Granted petition insofar as it requests leave to intervene in hearing on application of WSWZ Inc., Trenton, N. J.; insofar as petition requests enlargement of issue re interference to WNAC, it is denied.

Union Tribune Pub. Co., San Diego, Calif.—Granted petition for leave to amend its FM application so as to give current information re officers, directors and stockholders.

Buffalo Bcstg. Co., Buffalo, N. Y.—Commission on its own motion removed from hearing docket application for FM station.

E. T. Wright, Orlando, Fla.—Granted petition to dismiss without prejudice application for CP.

Seminole Bcstg. Co., Belle Glade, Fla.—Commission on its own motion removed from hearing docket application for CP.

Tyler Bcstg. Co., Tyler, Tex.—Granted petition for waiver of rules and accepted written appearance in re application.

Lester Lee May, San Antonio—Granted petition to dismiss without prejudice application for CP.

Bear State Bcstrs. Inc., Van Nuys, Calif.—Same.

Wayne M. Nelson Inc., Fayetteville, N. C.—Granted petition for continuance of hearing on application presently set March 13; continued same to April 14 at Fayetteville.

KGHL Billings, Mont.—Granted petition for leave to intervene in hearing on application of KFIO Spokane.

KSD St. Louis—Granted petition requesting leave to intervene in hearing on application of Radiocasting and Television Co., Oklahoma City.

WHDR Syracuse, N. Y.—Granted petition requesting leave to intervene in hearing on application of WSWZ Inc., Trenton, N. J.

Northern Berkshire Bcstg. Co., North Adams, Mass. and Colgren Bcstg. Co., Hudson, N. Y.—Granted joint petition for continuance of consolidated hearing on applications presently set March 12 and 13, and continued same to April 14 at Hudson and April 15 at North Adams.

Sarkes Tarzian, Bloomington, Ind.—Granted petition for leave to amend application so as to add statement re general program plans relative to use of supplementary studio sites.

Capital Bcstg. Co., Annapolis, Md.—Granted petition for leave to amend its application to show revised DA pattern.

Fla. West Coast Bcstg. Co., Tampa, Fla.—Granted in part petition for continuance of consolidated hearing presently set March 26; hearing continued to April 7.

S. H. Patterson, Atchinson, Kan.—Granted petition for leave to amend application to show modified DA pattern.

KLCN Blytheville, Ark.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

(By Commissioner Wakefield)

Hollywood Community Radio Group, Hollywood, Fla.—Granted petition for leave to amend application for CP to supply revised list of stockholders, etc.

March 10 Decisions . . .

BY THE COMMISSION

AM—910 kc

Ventura County Bcstg. Co. and Valverde Bcstg. Co., Oxnard, Calif.—Consolidated hearing designated for applications new AM stations: Ventura County, 910 kc, 1 kw, D; Valverde, 910 kc, 250 w, D.

AM—920 kc

Metropolitan Bcstg. Co. of Milwaukee, Milwaukee—Designated for hearing application new AM station, 920 kc, 100 w, D.

AM—950 kc

Corn Palace City Radio Corp., Mitchell, S. D.—Designated for hearing application, new AM station, 930 kc, 5 kw, unl. DA in consolidated proceeding with applications of Tri-State Bcstg. Co., Sioux Falls, and KWAT Watertown, S. D.

Radio Bcstg. Co., Peoria, and McLean County Bcstg. Co., Bloomington, Ill.—Consolidated hearing designated on applications new AM stations: Radio Bcstg., 1080 kc, 1 kw, D; McLean County, 1080 kc, 250 w, D.

AM—1100 kc

The Gate City Co., Keokuk, Iowa—Designated for hearing application for new AM station, 1100 kc, 250 w, D in consolidated proceeding with applications of Knox Bcstg. Co. and Kewanee Bcstg. Co.

Logansport Bcstg. Corp., Logansport, Ind.—Designated for hearing application new AM station, 1230 kc, 250 w, unl.; ordered WJOB Hammond, Ind., be made party to proceeding.

Strand Bcstg. Corp., Atlantic City—Designated for hearing application new AM station, 1230 kc, 250 w, unl. in consolidated proceeding with application of Atlantic City Bcstg. Corp.

Alvin E. O'Kenski, Merrill; Marathon Bcstg. Co., Wausau, and Hilding V. Foreen, Merrill, Wis.—Consolidated hear-

(*Continued on page 68*)

Western Electric
AMPLIFIERS
for every broadcast need

All 13 of the amplifiers listed below were designed by Bell Telephone Laboratories. All 13 are dependable performers—outstanding in efficiency and quality. For full information, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y. or . . .

ASK YOUR LOCAL Graybar
BROADCAST REPRESENTATIVE

Line Amplifiers	106A
	121A
	133A
Pre-mixing Amplifiers	120C
	129A
Monitor Amplifier	131A
Monitor and Audition	124A
	124E
	124G
Monitor and Talkback	124F
Main Amplifiers	130B
	132A
Program Operated Level Governing Amplifier	1126C

BMI Music Memo
BROADCAST MUSIC, INC. • 580 FIFTH AVENUE NEW YORK 19, N. Y.
Vol. 3, No. 7
Feb. 25, 1946

MODEL SYSTEM IN RECORD INDEXING UTILIZED BY WOR

with second coupon and chart

it's CLASSOPHONE

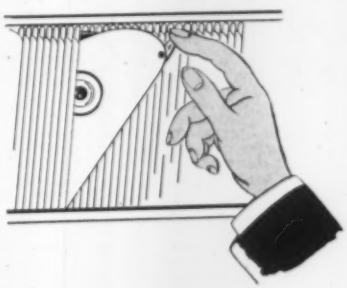
THE NEW PATENTED METHOD FOR STORING • PROTECTING • CLASSIFYING

Your Phonograph Records . . . for INSTANT Use!

Read the full story in the Special Edition of "BMI Music Memo" (Feb. 25, 1946), how CLASSOPHONE Pockets save time, work and records in one of the large radio studio libraries, WOR, New York.

Classophone Pockets form snug individual compartments, each holding one record in perfectly upright position, forever preventing warping.

Each record occupies its own numbered Classophone Pocket, never in contact with other records, eliminating scratching and chipping.



Classophone Pockets are hinged at the base, firmly anchored in the cabinet into which they are built, suitable for 10″ or 12″ records. You flip the numbered Pocket forward to withdraw a record; you flip it back in position when you replace record.

Build Any Type Cabinet For Classophone Pockets . . . From our FREE Plans

Any handy man or carpenter can build the kind of cabinet most suitable for your purpose from the simple plans furnished to purchasers of Classophone Pocket units.

RADIO STATIONS Now Solve Record Problems with

CLASSOPHONE

WMAX, Macon, Ga.	WOMI, Owensboro, Ky.
WBAX, Wilkes-Barre, Pa.	KFUO, St. Louis, Mo.
KQV, Pittsburgh, Pa.	WTRY, Troy, N. Y.
KRBC, Abilene, Texas	KCKN, Kansas City, Mo.
WDAK, Columbus, Ga.	WFAA, Dallas, Texas
WEDO, McKeesport, Pa.	WHOP, Hopkinsville, Ky.
WGST, Atlanta, Ga.	WKXL, Concord, N. H.
WIBC, Indianapolis, Ind.	WMT, Cedar Rapids, Ia.
WLAY, Muscle Shoals, Ala.	WWNC, Asheville, N. C.
WPRO, Providence, R. I.	WHK, Cleveland, O.
WISH, Indianapolis, Ind.	WOR, New York, N. Y.

Station Mayrink Veiga, Rio de Janeiro

CLASSOPHONE, Inc., 22-78 Steinway St., Long Island City 5, N. Y.

Other Users of

CLASSOPHONE

Arturo Toscanini
Atlanta University, Atlanta, Ga.
Boy Scouts of America, New York, N. Y.
Erie Public Museum, Erie, Pa.
Harriman High School, Harriman, Tenn.
Oberlin College, Oberlin, Ohio
Pan American Union, Washington, D. C.
Board of Education, Atlanta, Ga.
Monogram Pictures, Los Angeles, Calif.
Board of Health, Chicago, Ill.
American Society of Composers, Authors & Publishers, New York, N.Y.
U. S. Naval Air Station, Pensacola, Fla.
West High School, Green Bay, Wis.
Bowling Green State University, Bowling Green, Ky.
Palisades Interstate Park Commission, New Jersey
Pembroke State College, Pembroke, N. C.
20th Century Fox Films, West Technical High School, Cleveland, O.

FREE Let us know the number of records you wish to house and protect, the expansion you wish to provide for, and we will send you promptly the size of cabinet and number of Classophone Pocket units you need and other details.

Fill out this coupon and mail TODAY.

CLASSOPHONE, Inc.
22-78 Steinway St., Long Island City 5, N.Y.

We now have.....records we wish to care for. We want to provide accommodations for.....records. Without cost or obligations, please let us know how many Classophone Pockets we need and what size cabinet we need build.

Name .....
Firm .....
Address .....
City..... *Zone*.....

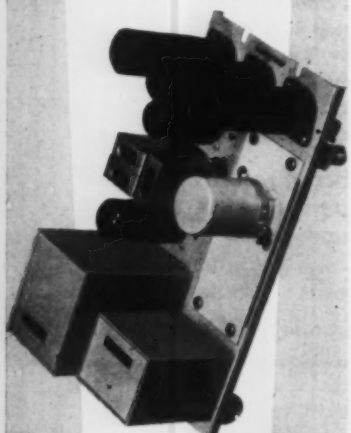
PROGRAM AMPLIFIER by Langevin . . .

The Langevin 102-A program amplifier is a two stage fixed gain unit which meets all requirements for FM.

This compact, dependable amplifier provides +28 dbm output level and has a frequency characteristic of ±1 db over the range 30-15,000 cycles. Operating from input impedance of 250 or 600 ohms, this unit has a normal gain of 55 db with provisions for decreasing to 45 or 35 db. The output impedance is 150 or 600 ohms.

Complete specifications on this quiet, low distortion amplifier can be obtained by writing to Department C-1.

The Langevin Company
INCORPORATED
NEW YORK: 37 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38



Worthy of an Engineer's Careful Consideration

THEATRE audience quiz program, titled "Krazy Kwiz," March 27 begins on WMAL Washington, sponsored by Carpel Frosted Foods Inc., that city. Program will originate from various theatres in Washington area and will be aired Thurs. 9:30-10 p.m. Format calls for audience participation on questions presented by Jackson Weaver and Ted Dunlap, of WMAL staff. Series will be produced by Bob Maurer of Henry J. Kaufman Agency, Washington, Agency for Carpel account.

Atomic Discussion

DISCUSSION series, titled: "Power of the Atom," March 16 started on KQW San Francisco. Dr. Russell V. Lee chairman of Atomic Energy Committee of Commonwealth Club, opened 13 week series speaking on topic, "Why the Public Must Be Informed on Atomic Energy."

School Problems

DRAMATIC presentations of conditions in New York public schools March 22 begins on WJZ New York. Aired Sat. 12-12:15 p.m., series will be presented by WJZ and Public Education Assn. Show will be based on original and practical research by the association and will dramatize public school problems and present interviews with parents, students and educators. Dr. Frederick T. Rope, executive director of New York State Citizens Council and former director of Public Education Assn., will preside at broadcasts.

Modern Newspaper

BASED on inner workings of modern newspaper, "On Special Assignment" is to begin March 17 on WGN Chicago, 8:30-9 p.m. (CST). Sponsored by Chicago Tribune, show will be aired through June 9, eve of celebration of centennial year of Tribune. Morrison Wood is writer of series which will feature large dramatic cast and WGN concert orchestra.

Sportsmen's News

PROMOTING education program of State Conservation Dept., new series featuring messages of Commissioner of Conservation has been started on WTRY Troy, N. Y. Programs consist mainly of on-the-spot pickups of skeet shoots, season openings in hunting and fishing areas, field tests, sportsmen's shows, and such activities of interest to sportsmen.

Civic Discussion

OFFICIAL from each of Norfolk, Va. municipal departments is presented each Sunday on WLOW that city, with description of functions of his department. During broadcasts, produced by Junior Chamber of Commerce, listeners are invited to phone in questions which are answered during program. WLOW also is presenting twice weekly language program titled "Let's Speak Spanish," conducted by Alfredo Chaves, professor of Spanish at Norfolk Div., College of William and Mary. Spanish lessons are mimeographed and mailed free to listeners on request.

'Richard' Feature

CURRENT recordings of "Open The Door Richard" including such talent as Pied Pipers, Louis Jordan, Count Basie, Jack McVea, Stepin Fetchit and Charioteers, highlighted Mar. 9 show on WJW Cleveland of "Midnight Frolics." Walter Kay, mc of show, concluded program with Jack McVea's sequel to Richard record, "The Key's in the Mailbox."

'International Quiz'

COMPETION between colleges in Philadelphia and vicinity and universities in England started March 13 on "International Quiz," current events quiz program on WPEN Philadelphia. Shows rotate on cycle of three local elimination contests, followed by shortwave trans-Atlantic broadcast. Local programs originate at student-operated stations on campuses of Haverford, Bryn Mawr, Swarthmore Colleges and U. of Pennsylvania. International production, between local winning team and British participants, is handled at studios of WPEN. Show is broadcast in cooperation with BBC.

Vocal Talent

YOUNG singers in need of experience are given chance to appear on 15-minute period each week over WHBQ Memphis program titled "Star Time," presenting selection of their own choice. Show is designed as educational feature, with voice experts at station aiding singers with vocal instructions.

Student News

HIGH SCHOOL students are press representatives for daily "News for Teens" program on CKEY Toronto, sponsored by Premier Shirt and Sportswear Ltd., that city. Students, 125 in all, send in news for 4 p.m. broadcast, delivered by Fred Cripps of CKEY staff, and produced by CKEY local news chief, Al Dubin. Prizes are given for greatest number of acceptable stories sent in and for best story of week.

PROGRAMS

Crime Prevention

IN MOVE to combat alleged undermining of character by crime and horror shows, and designed especially for juvenile audiences, Los Angeles City College radio department is packaging shows for placement on local stations. Programs are written, produced and cast by students. First in series is weekly "Fun With Fables," based on original Aesop's Fables, on KRKD Los Angeles.

Traffic Safety Series

TO AID Miami Police and Safety Education Depts. in drive for public safety education, WIOD Miami is presenting "Traffic Court," Mon. through Fri. Broadcast is transcribed from night session of City Traffic Court, Judge Louie Bandel presiding. Program augments WIOD's weekly feature, "Look, Listen and Live," Sat. 6:30-6:45 p.m., which dramatizes worst traffic accident of week.

Fruit Reports

SPECIAL "peach growers" weather forecast and daily quotations of Chicago and St. Louis fruit markets have been added to 7:30 a.m. and noon newscasts on WJPF Herrin, Ill. Reports will be broadcast for duration of growing season, as service to area's fruit growers.

Advice to Mothers

FREE ADVICE to mothers from Dr. Howard Lane, child psychologist of New York U's. teaching staff, is being offered by WNBC New York in connection with its new program, "Let's Ask Mom," Sat. 12:45-1 p.m. In addition to being on broadcast, Dr. Lane remains after going off air to answer questions from studio audience.

Use of Library

DESIGNED to acquaint public with facilities and services offered by Canton, Ohio, Public Library system, new series of weekly programs is presented by WHBC that city. Conducted by Janet Baker, series features interviews with librarians in various departments, general discussions on how to use library and book reviews.

Science Questions

QUESTIONS on modern science sent in by children are answered on new program five days weekly on CKAC Montreal. Corey Thomson answers questions and explains wonders of modern science in ten minute program, sponsored by a local laundry.

Mystery Dramas

MYSTERY drama series, "Murder at Midnight," ranging from tales of supernatural and of psychological suspenses to ghost dramas and blood thirsty murders, has been started on WGN Chicago, Fri. 8:30-9 p.m. A Louis G. Cowan production, series is directed by Anton M. Leader, with Charles Paul as musical director, Raymond Morgan is narrator of series.

'Vet's Broadcast'

WEEKLY half-hour programs from various war veteran hospitals in area are being broadcast by CHSJ St. John, N. B. Titled "Vet's Broadcast," show each week is dedicated to different community and veterans from featured community are invited to send greetings to families. Musical group from CHSJ furnishes background for show and entertainment for patients. Show is recorded for rebroadcast on other stations in area.

Cultural Activities

NEW weekly show titled "The Fine Arts Review" is aired Sunday afternoon on KOAD Omaha. Show is produced by Franklin Peddie who brings FM listeners resume of cultural activities of Omaha area.

Visits Vets

DESIGNED for war veterans, especially those confined in hospitals, is twice-weekly afternoon program, "Sheila Presents," heard on CBR Vancouver, B. C. Sheila Russell, conductor of show, features material gathered during visits to hospitals in Vancouver area. Veterans are invited to visit CBR studios and observe broadcast of programs.

Program Meeting

ANNUAL national program meeting of CBC was held at Toronto March 10-12 under chairmanship of Ernest L. Bushnell, CBC director-general of programs. Operations, ideas, techniques and other program problems were discussed, with all department heads of national program office at Toronto attending, as well as A. D. Dunton, CBC chairman of the board, Ottawa; Ira Dillworth, regional representative, Vancouver; James Finlay, regional representative, Winnipeg; W. E. S. Briggs, regional representative, Halifax; A. L. Phelps, international shortwave service director, Montreal; and J. Beaudet, French-language program supervisor, Montreal.

KMPC Hollywood daily "Business News" program has been included in "Good Listening for 1947" recommended by Radio Listeners Committee of American Assn. of University Women.

COLUMBUS TIME
IS BULOVA WATCH TIME

Central Ohio folks have been setting their watches by Bulova Watch time for eleven years . . . and each year has shown a Bulova Watch sales gain.

ASK JOHN BLAIR
IN COLUMBUS, OHIO IT'S
WBNS

COVERS CENTRAL OHIO

163,550 WBNS FAMILIES IN CENTRAL OHIO

FOR HIS WORK in rebuilding Radio Brussels Felix Bonvouloir (r), chief engineer of Rochester's new WRNY, received the Croix de Guerre avec Palme and the Ordre de la Couranne avec Palme from the Belgian Government. Here Mr. Bonvouloir, who was with psychological warfare division of SHAEF, receives congratulations from WRNY manager, Lester W. Lindow, former Army lieutenant colonel who did radio public relations work in the ETO.

Adds Remote Studio

NEW REMOTE studio for WPEN Philadelphia has been constructed in the recently opened Evening Bulletin Homemakers' Center in downtown Philadelphia. Plans are being made to broadcast a daily variety show from the new studio. The station also has moved its sales and advertising departments into a new office suite in the studio building, 1528 Walnut St.

Benny Replacement

POSSIBLE summer replacement currently being considered by Foote, Cone & Belding, New York, for the Jack Benny Show is one featuring Mr. and Mrs. Ronald Colman. Show is sponsored by American Tobacco Co., New York. The agency also is considering another type of program aside from the one with the Colman show. A definite decision is expected to be made early part of next week.

New Santa Maria, Calif., FM Station Is Launched

KRJM, the *Santa Maria Daily Times* FM station at Santa Maria, Calif., was scheduled to take the air last Saturday, with a large visual audience witnessing the inaugural broadcast in the Veterans' Memorial Auditorium. A Class A outlet, KRJM is owned and operated by Robert K. and S. C. Hancock, co-publishers of the *Times*. They are jointly managing the station, which is operating on Channel 282 (104.3 mc) with effective radiated power of 336 w. Present schedule provides for daily broadcasts from 12 noon to 10 p. m., but the owners state they are planning a full broadcast day in the near future.

Station's transmitter-studio building, completed Jan. 15, is of modern functional design with large picture windows framing the lobby and office sections. Transmitter, antenna, control and speech equipment are General Electric.

William R. Rich, formerly news and special events director at WGY-WGFM Schenectady, is KRJM's program director. Kent B. Young, recently with KHJ Los Angeles and a veteran FM engineer, is chief engineer.

KBUR Manager Honored

G. B. McDERMOTT, general manager of KBUR Burlington, Iowa, has been named Burlington's No. 1 citizen for 1946. His selection, made by a secret committee after nominations had been sent in by residents of the community, was announced at a dinner given by the American Business Club. D. D. Stonehocker, dean of Burlington Junior College, who made the announcement, declared that "service is its own press agent" and cited Mr. McDermott for his promotion of radio in Burlington, his leadership in the infantile paralysis campaign, his contributions to youth activities and his work as chairman of a drive for financial support of a Burlington hospital.

BBM Toronto, has announced that in June all member stations will receive free copies of BBM maps of all member stations as well as 10 copies of each of their own maps.

In the Public Interest

WHEN recent heavy snows blocked roads and closed schools in Western New York WRNY Rochester came up with an idea that proved to be popular with mothers—an essay contest for children from 8 to 17. Ten prizes were awarded for essays on "How the Snowstorm Affected Me." Announcements of the contest were made on WRNY's early morning program, *The Clock Watcher*, by the show's m.c., Irving Edwards. Public reaction to the idea was excellent, according to Lester W. Lindow, WRNY general manager, who reports that one farm wife called to say she had kept her 11-year-old busy all morning working on his essay.

* * *

Educational Responsibilities

IN AN effort to point out to the State Legislature its responsibilities to West Virginia U., WCHS Charleston, W. Va., is presenting a series of five 15-minute daily programs at 6:30 p.m., based upon observations of a WCHS staff member during a visit to the university campus. Station contacts each member of State Legislature, urging him to listen to the programs. Following the broadcast, each delegate is sent a copy of the script. WCHS also is running notices in local newspapers regarding the series.

* * *

Fire Flash

WHEN a lumber yard fire in Scranton, Pa., resulted in a deluge of telephone calls which taxed the central office of Bell Telephone Co. almost beyond capacity, supervisors on duty called WGBI, that city, requesting that a flash announcement be made notifying people of the community as to the location of the fire and need for relaxation of calling load. John O. Beam, district manager of Bell Telephone Co. of Pennsylvania, in a letter of commendation to WGBI, stated that "immediately following the radio spot the central office load dropped over 50%, and within 20 minutes was a normal operation."

WMT Plowing Contest

WMT Cedar Rapids has announced that its second annual National Clean Plowing Contest will be held on a farm near Stanwood, Iowa, on April 26. Station will offer more than $1,200 in prizes to winners. WMT originated the contest last year to help combat the European corn borer, which cost Iowa farmers $25,000,000 in 1946. Cooperating with the station in staging the contest are the Cedar County Farm Bureau, Iowa Extension Service, Iowa Dept. of Agriculture and U. S. Dept. of Agriculture.

Serving California's

TWO GREAT MARKETS

KYA ★ KLAC

SAN FRANCISCO LOS ANGELES

Represented by

ADAM J. YOUNG JR., INC.

NEW YORK • CHICAGO

COUSIN KATEY says:

Dear Cousin:

Down here at KTSA we always aim to please. 'Course, this time of year we also might be aimin' at a lazy rattler who's just waked up from a long winter's nap. You know, Cousin, rattlers are just like people in some ways—that is, they seem to wake up on a gripe. Seems to me they'd be better off if they'd wake up with a smile. Maybe they oughta' hear Fred Bennett's "Band Wagon" every afternoon. They'd not only have a rattling good time, but they could also wrap themselves around a cactus and tickle themselves to death. Gee, Cuz, there sure is lots of talk already about the Fiesta and the Battle of Flowers next month. You sure ought to try and be down here for that. Everybody is gonna dress up in frontier style, wearing boots and bandanas and cowboy shirts 'n' stuff. Believe me, it's going to be some doin's. Well, guess I better run along now. Tell all my friends "howdy" for me and tell 'em if they want a double barrel message that will hit both San Antonio and South Texas (just like that double barreler I'm aimin' above)—well, Cousin, we are modest, but it's still the old reliable KTSA. Just ask any of my cousins at the Taylor-Howe-Snowden offices. So long now . . . Love and kisses . . .

Your Favorite Cousin
Katey Essay

KTSA

SAN ANTONIO

550 ON THE DIAL - 5000 WATTS Is.

AFFILIATED WITH

TAYLOR - HOWE - SNOWDEN Radio Sales

CBS LSC

FCC Actions

(Continued from page 64)

Decisions Cont.:

ing designated on applications, new AM stations: Alvin E. O'Kenski, 1230 kc, 250 w, unl.; Marathon Bcstg. and Hilding V. Foreen, 1230 kc, 100 w, unl.

AM—1310 kc

Four States Bcstrs. Inc., Joplin, Mo., and H. J. Griffith Bcstg. Co., Parsons, Kan.—Consolidated hearing designated for applications, new AM stations: Four States, 1310 kc, 1 kw-N, 5 kw-LS, unl., DA; H. J. Griffith, 1310 kc, 1 kw, unl., DA-N.

AM—1340 kc

Beer & Koehl, Ashland, Ohio—Designated for hearing application new AM station, 1340 kc, 250 w, unl., in consolidated proceeding with applications of The Mt. Vernon Bcstg. Co., Mt. Vernon, and Mound Bcstg. Corp., Newark, Ohio.

Border Bcstg. Co. Inc., Nogales, Ariz.—Designated for hearing application, new AM station, 1340 kc, 250 w, unl.; ordered that Cataline Bcstg. Co., permittee new AM station at Tucson, be made party to proceeding.

AM—1370 kc

Coast Bcstrs. Inc., Tillamook, Ore.—Designated for hearing application new AM station, 1370 kc, 1 kw, unl., DA; ordered that KEEN San Jose, Calif., be made party to proceeding.

AM—1400 kc

Radio Austin Inc., Austin, Tex.—Designated for hearing application, new AM station, 1400 kc, 100 w, unl.; ordered that KVFD Fort Dodge, Iowa, be made party to proceeding.

Paul H. Chapman, Guilford Bcstg. Co. and Greensboro News Co., Greensboro, N. C.—Designated for consolidated hearing applications new AM stations, 1400 kc, 250 w, unl.

BY THE SECRETARY

AM—610 kc

WAYS Charlotte, N. C.—Granted license to cover CP increase power to 1 kw-N, 5 kw-LS, DA-N and new trans.

AM—690 kc

WBBQ Augusta, Ga.—Granted license to cover CP, new AM station, 690 kc, 1 kw, D; cond.

AM—730 kc

WTIK Durham, N. C.—Granted license to cover CP, new AM station, 730 kc, 500 w, D; cond.

WCIF Madisonville, Ky.—Granted license to cover CP, new AM station, 730 kc, 250 w, D; change studio site.

AM—860 kc

WFHG Bristol, Va.—Granted license to cover CP, new AM station, 860 kc, 1 kw, D; specify studio site; cond.

AM—920 kc

KECK Odessa, Tex.—Granted license to cover CP, new AM station, 920 kc, 1 kw, D; cond.

AM—950 kc

WKNA Charleston, W. Va.—Granted license to cover CP, new AM station, 950 kc, 1 kw, DA, unl.; specify studio site.

AM—1100 kc

WLBB Carrollton, Ga.—Granted license to cover CP, new AM station, 1100 kc, 250 w, D; cond.

AM—1130 kc

KYOR San Diego, Calif.—Granted license to cover CP, new AM station, 1130 kc, 250 w, D; cond.

AM—1190 kc

WANN Annapolis, Md.—Granted license to cover CP new AM station, 1190 kc, 1 kw, D; cond.

AM—1240 kc

WKDA Nashville, Tenn.—Granted license to cover CP new AM station, 1240 kc, 250 w, unl.

WTIP Charleston, W. Va.—Granted license to cover CP, new AM station, 1240 kc, 250 w, unl.; cond.

KHUM Eureka, Calif.—Granted license to cover CP, new AM station, 1240 kc, 250 w, unl.

AM—1320 kc

KOLT Scottsbluff, Neb.—Granted license to cover CP, change assignment to 1320 kc, 1 kw, change trans. equip., install DA-N, change trans. site.

AM—1340 kc

KREM Spokane, Wash.—Granted license to cover CP, new AM station, 1340 kc, 250 w, unl.; cond.

WHAN Charleston, S. C.—Granted license to cover CP, new AM station, 1340 kc, 250 w, D; cond.

KPRK Livingston, Mont.—Granted license to cover CP, new AM station, 1340 kc, 250 w, unl.

KJAM Vernal, Utah—Granted license to cover CP, new AM station, 1340 kc, 250 w, unl.

AM—1400 kc

KWIN Ashland, Ore.—Granted CP, install new trans.

KARV Mesa, Ariz.—Granted license to cover CP, new AM station, 1400 kc, 250 w, unl.; cond.

WMIN St. Paul Minn.—Granted CP, change trans. site; install new ant., mount FM ant. atop AM tower.

AM—1450 kc

KSVP Artesia, N. M.—Granted license to cover CP, new AM station, 1450 kc, 250 w, unl.; cond.; and for change studio site.

WMIQ Iron Mountain, Mich.—Granted license to cover CP, new AM station, 1450 kc, 250 w, unl.; cond.

WCTC New Brunswick, N. J.—Granted license to cover CP, new AM station, 1450 kc, 250 w, unl.

WTBC Tuscaloosa, Ala.—Granted license to cover CP, new AM station, 1450 kc, 250 w, unl.; cond.

WPLH Huntington, W. Va.—Granted license to cover CP, new AM station, 1450 kc, 250 w, unl.; cond.

AM—1490 kc

WJXN Jackson, Miss.—Granted license to cover CP authorizing antenna and ground system changes and change studio site.

AM—1540 kc

WKMH Dearborn, Mich.—Granted license to cover CP, new AM station, 1540 kc, 1 kw, D.

Modification of CP

KSO Des Moines—Granted mod. CP for extension completion date to 8-27-47.

WSM-FM Nashville—Granted mod. CP change completion date to 8-10-47.

WKBH-FM La Crosse, Wis.—Granted mod. CP change commencement and completion dates to 5-29-47 and 9-29-47.

KTRN Wichita Falls, Tex.—Granted mod. CP new FM station change completion date to 6-10-47.

WBRE-FM Wilkes-Barre, Pa.—Granted mod. CP new FM station change completion date 9-1-47.

KXLL Missoula, Mont.—Granted mod. CP new AM station for approval ant., make changes in trans. equip. and for approval trans. and studio sites.

KICO Calexico, Calif.—Granted mod. CP for ant. changes.

WTVN Johnson City, Tenn.—Granted mod. CP new AM station for approval ant., change type trans. and approval trans. site.

WESB Bradford, Pa.—Granted mod. CP new AM station for approval ant., change type trans., trans. site and specify studio site.

KGON Oregon, City, Ore.—Granted mod. CP new AM station for approval ant., trans. site, change studio site.

KDTH-FM Dubuque, Iowa—Granted mod. CP new FM station change completion date to 9-8-47.

WTCN-FM Minneapolis—Granted mod. CP new FM station change completion date to 12-31-47.

WJTN-FM Jamestown, N. Y.—Granted mod. CP new FM station change completion date to 5-16-47.

WNLC-FM New London, Conn.—Granted mod. CP new FM station, change commencement and completion dates to 3-16-47 and 9-16-47.

WJAC-TV Johnstown, Pa.—Granted mod. CP for extension completion date to 10-29-47.

WNBT New York—Granted mod. CP new vis. and aur. trans. for extension completion date to 5-15-47.

WMUS Muskegon, Mich.—Granted mod. CP new AM station to make ant. changes and mount FM ant. atop AM tower.

WAKR Akron—Granted mod. CP for extension completion date to 9-25-47.

KSEM Moses Lake, Wash.—Granted mod. CP new station for extension commencement and completion dates to 3-15-46 and 7-31-47.

KFSD San Diego, Calif.—Granted mod. CP for extension completion date to 9-18-47.

WMPS Memphis—Granted mod. CP for extension, completion date to 5-20-47.

KPOF Denver—Granted mod. CP for extension, completion date to 6-15-47.

Remote Pickup

American Bcstg. Co., area of New York—Granted CP new remote pickup station; frequencies assigned subject to change in accordance with proceedings in Docket 6651.

BY COMMISSIONER JETT

Paris Bcstg. Co., Paris, Tenn.—Dismissed petition requesting enlargement of issues in consolidated proceeding involving its application and that of Murray Bcstg. Co.

March 10 Applications . . .

ACCEPTED FOR FILING

AM—560 kc

Montana Farmer Bcstg. Corp., Great Falls, Mont.—CP new AM station 560 kc 5 kw DA-N unl.

AM—650 kc

Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.—CP new AM station 650 kc 250 w D.

AM—710 kc

WKRG Mobile, Ala.—CP change 1 kw D to 250 w-N 1 kw-D unl., install DA-N.

AM—940 kc

Rossmoyne Corp., Lemoyne, Pa.—CP new AM station 940 kc 1 kw D.

AM—1050 kc

Chippewa Valley Radio and Television Corp., Eau Claire, Wis.—CP new AM station 580 kc 1 kw-N 5 kw-D DA unl.—AMENDED: request 1050 kc 1 kw D, change type trans., specify vertical ant., change trans. site.

Monval Bcstg. Co., Monessen, Pa.—CP new AM station 1050 kc 1 kw D.

AM—1070 kc

KBKI Alice, Tex.—CP change 1 kw D to 5 kw unl., install new trans. and DA-N.

(Continued on page 72)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements ✓ at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

RADIO ENGINEERING CO.
Consultants
Installation • Allocation • Field and Antenna Measurements
Norwood J. Patterson, Owner
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For more information on RCA tubes for all television broadcast services, write RCA, Sales Division, Section P-36C, Harrison, New Jersey.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

ALLIED ARTS

EVERETT ROSENTHAL, former general manager of Rockhill Radio, New York, has been appointed vice president of Prockter Radio Productions, New York. **JEROME C. ROBINSON**, formerly with Blow Co., New York, has rejoined Prockter firm as treasurer.

SUE CLARK, formerly with public relations office of AFRS, Hollywood, has resigned to open own publicity offices in that city, specializing in handling of fan mail for radio and picture personalities.

TELEFILM Inc., Hollywood, producer of television film, is planning $1,500,000 expansion, including new studios now under construction and enlarged facilities for video activities.

JIMMY HOOK technician of KFWB Hollywood for 16 years, has resigned to open own production unit under name of Creative Productions Ltd., at 2122 N. Cahuenga Blvd. Telephone is Hollywood 1925.

DICK HYMAN, head of own publicity and public relations firm in New York, has been appointed public relations officer of USMC Reserve, New York chapter.

EDWARD SCOFIELD, public relations counselor, has formed new survey organization, Public Relations Research at 6620 Sunset Blvd., Hollywood, Calif. Firm is affiliate of American Ken Consultants.

GEORGE W. WHARTON Jr., war time chief of advertising section of American Red Cross, has been appointed service and distribution manager of Brand Names Foundation, New York.

JOHN PHEATT, former writer and contact executive with Carl Byoir & Assoc., New York, has joined Tracy-Robinson, that city, in similar capacity.

TED BERGMANN, former program producer for NBC International Division and previously executive officer at War Dept. Bureau of Public Relations Radio Branch, has joined Allen A. Funt Radio Productions, New York.

E. W. GOETZ, former premium department manager of Dancer-Fitzgerald-Sample, Chicago, has been appointed head of liquidating and dealer premium division of Ross Coles & Co., Chicago.

MARION A. PARHAM, former spot time buyer for Kenyon & Eckhardt, New York, has joined Audience Surveys, that city.

ROBERT McELWAINE, former publicist of MGM, and **R. PAUL HOFFMAN** have opened independent publicity and advertising agency at 6030 Wilshire Blvd., Los Angeles, under name of McElwaine & Hoffman.

RCA INTERNATIONAL DIVISION will handle sales and distribution outside U. S. for Boonton Radio Corp.'s complete line of special electronic measuring instruments, **MEADE BRUNET**, vice president of RCA and managing director of RCA International Division, has announced.

GENERAL ELECTRIC Co., Bridgeport, Conn., will start advertising campaign this month in leading national magazines, designed to tell important role firm has played in development of television.

ALDEN PRODUCTS Co., Brockton, Mass., May 12-14 will hold open house to demonstrate its facsimile transmitting and receiving apparatus.

LLOYD DOPKINS, eastern divisional manager of Majestic Radio & Television Corp., New York, has been appointed radio sales manager of firm.

DOROTHY LEWIS, coordinator of listener activities for NAB, March 18 will be guest speaker at Arno Huth's course in international broadcasting at New School for Social Research, New York.

KENNETH FRY, chief of International Broadcasting Division, Office of International Information and Cultural Affairs, State Dept., will address class March 25.

Hope Replacement

SUMMER replacement for "Bob Hope Show," Tues. on NBC, sponsored by Pepsodent Division of Lever Bros. (tooth paste), will be "Phillip Marlowe," a mystery show, effective May 27. Foote, Cone & Belding, New York, is agency.

NAB District 3 Meeting

DISTRICT 3 of NAB will hold its annual meeting May 26-27 at the Lord Baltimore Hotel, Baltimore, NAB announced last week. The district comprises Pennsylvania, Delaware and Maryland. George D. Coleman, WGBI Scranton, is district director. The district does not participate in the NAB area meeting plan, which originally was designed to combine some of the district meetings to cut down the travel burden of the NAB headquarters staff and permit attendance of more association executives. All districts and areas have now set meeting dates except District 1 (New England).

Army Week Material

IN PREPARATION for Army Week, April 6-12, the Radio Section of the War Dept. Public Relations Division has issued a booklet for use as script source material, in addition to numerous spot announcements concerning the Army's peacetime accomplishments. Together with a letter from Maj. Gen. F. L. Parks, Army Public Relations chief, the booklet and announcements packet were sent to every station in the country. Recorded messages on Army Week by Gen. Dwight Eisenhower, Chief of Staff, and by Chief of Chaplains Maj. Gen. Luther D. Miller will soon be sent to stations through the NAB.

CLASSROOM RADIO

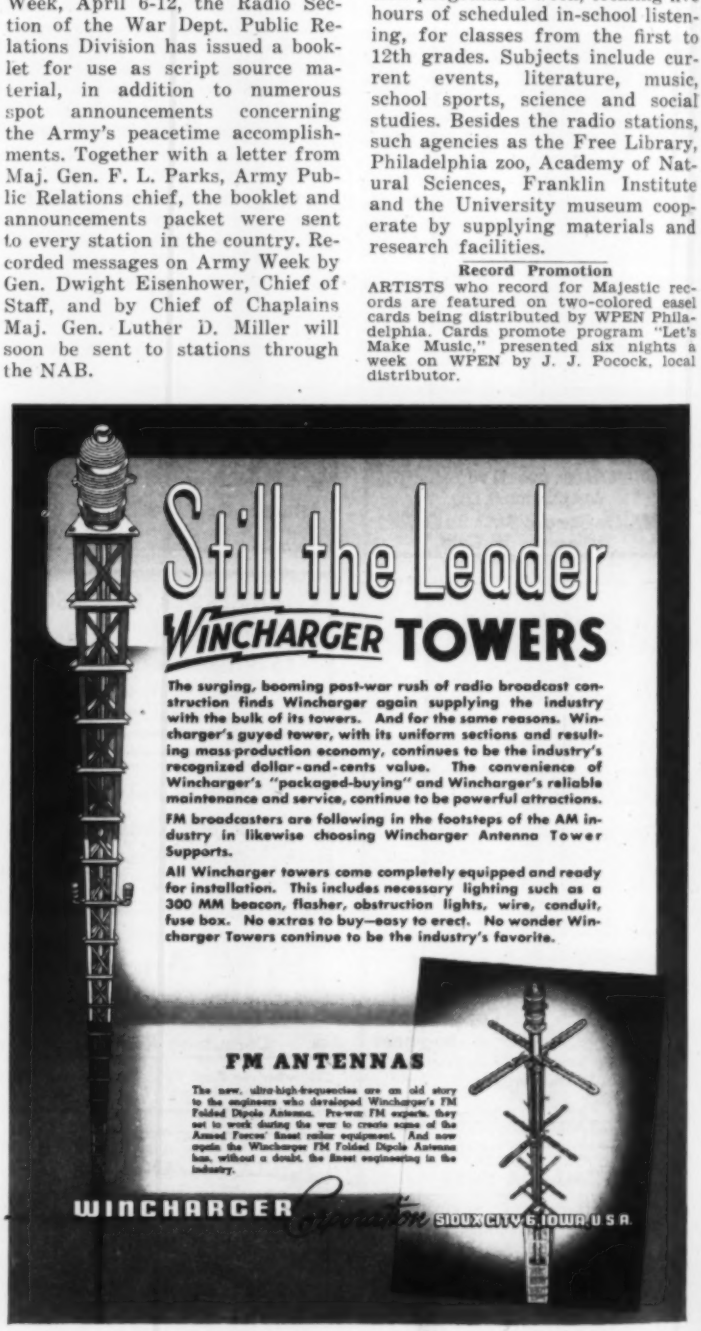
200,000 Philadelphia Pupils Hear Programs Each Week

RADIO has become the fourth "R" in education in Philadelphia. Every week nearly 200,000 pupils in most of the city's public schools hear radio programs as part of regular classroom activities. This has developed over four years, and since the appointment of a full-time staff of five teachers which prepares and arranges scripts and radio curriculum. The program is directed by Miss Gertrude A. Golden, a district superintendent of schools, from the radio office in the Board of Education Bldg.

Most of Philadelphia's radio stations cooperate, and there are now a total of 18 educational-information programs a week, totaling five hours of scheduled in-school listening, for classes from the first to 12th grades. Subjects include current events, literature, music, school sports, science and social studies. Besides the radio stations, such agencies as the Free Library, Philadelphia zoo, Academy of Natural Sciences, Franklin Institute and the University museum cooperate by supplying materials and research facilities.

Record Promotion

ARTISTS who record for Majestic records are featured on two-colored easel cards being distributed by WPEN Philadelphia. Cards promote program "Let's Make Music," presented six nights a week on WPEN by J. J. Pocock, local distributor.


Still the Leader
WINCHARGER TOWERS
The surging, booming post-war rush of radio broadcast construction finds Wincharger again supplying the industry with the bulk of its towers. And for the same reasons. Wincharger's guyed tower, with its uniform sections and resulting mass production economy, continues to be the industry's recognized dollar-and-cents value. The convenience of Wincharger's "packaged-buying" and Wincharger's reliable maintenance and service, continue to be powerful attractions.
FM broadcasters are following in the footsteps of the AM industry in likewise choosing Wincharger Antenna Tower Supports.
All Wincharger towers come completely equipped and ready for installation. This includes necessary lighting such as a 300 MM beacon, flasher, obstruction lights, wire, conduit, fuse box. No extras to buy—easy to erect. No wonder Wincharger Towers continue to be the industry's favorite.
FM ANTENNAS
The new, ultra-high-frequencies are an old story to the engineers who developed Wincharger's FM Folded Dipole Antenna. Pre-war FM experts, they set to work during the war to create some of the Armed Forces' finest radar equipment. And now again the Wincharger FM Folded Dipole Antenna has, without a doubt, the finest engineering in the industry.
WINCHARGER Corporation SIOUX CITY 6, IOWA, U.S.A.

Radio-Press Cooperation Gets Results

Joint Hollywood Project Helps Put 'Dimes' Drive Over Top

By JACK O'MARA
Promotion Manager, ABC Western Division

ANY SUCCESSFUL special event promotion in a community depends upon close cooperation between press and radio. The prevailing idea that Southern California radio and newspapers have a standing feud impossible to overcome took a factual setback recently when ABC Western Division and KECA, its affiliate, combined talents with *Hollywood Citizen-News* to stage a spectacular "Ribbon of Dimes" campaign for the National Infantile Paralysis Fund.

Novel stunt of "paving" Hollywood's best known thoroughfare—Vine St.—with a mile of ten cent pieces, scotch-taped onto a moving scarlet ribbon was originated by William Davidson, KECA program manager. The daily newspaper was contacted through Harlan G. Palmer, Jr., assistant to the publisher, who endorsed the idea—and the campaign was on.

Stretching over a period of only eight days, the combination and cooperation of radio and press made the "Ribbon" stunt a great success. After initial meeting with various members from the station, network and newspaper, a systematic program was arranged in which ABC and KECA set up five different radio programs especially for the stunt and also started spot announcements over the air at all available times. Coordinating with this move, *Hollywood Citizens-News* broke advance stories written by its staff reporters. In addition, the newspaper was fed features and facts from publicity departments of network and station.

Frances Scully, network Hollywood reporter, was named "mistress of ceremonies" for the "Ribbon." And she, along with network and station publicity departments, lined up top names from stage, screen and radio, as well as local officials, to participate in day's activities.

During campaign 150 spot announcements were used on KECA; three large ads were bought by network in the newspaper; 35 window cards were placed in key positions in Vine St. stores; stories, including straight news, advances, features, totalling 311 inches, appeared regularly in the *Citizen-News* on pages one, two and three. Similar stories appeared in station and network publicity releases daily. Our press department rounded up photographs of the various celebrities participating in the stunt. The newspaper published a total of 20 of these pictures. They varied from a single to three-column to others in a six photo 5-column spread.

Advance stories were issued daily concerning mechanics of the stunt, as well as about special radio shows and stars who would participate. Daily telephonic communications were maintained between various departments of the network and station and the newspaper. Both mediums also contacted outside interests for assistance.

On Job 6 a. m.-Midnight

With start of the event on Thursday, Jan. 23, representatives from the station, network and newspaper were on the scene from 6 a. m. to 12 midnight. An hourly report was made from the scene to newspaper and network with "play-by-pay" account recorded on news broadcasts and at all other available spots. Although only scheduled to reach a mile, the ribbon ran way over expectations in both distance and amount. Citizens and celebrities joined hands to place a total of 92,000 dimes on the scarlet streamer, with reporters from both the paper and the network as well as photographers getting features and pictures as they happened throughout the day.

Complete staff of volunteers from AWVS and American Legion Auxiliary assisted day and night in collecting the dimes, placing them on the ribbon as it unwrapped up and down the street. Hollywood police department also cooperated by standing guard over the "dimes detour" as well as organizing crowds for the special "on-the-street" broadcasts.

Clyde Scott, manager of KECA, speaking for the radio side of the campaign, stated that "it was an outstanding example of very successful newspaper and radio cooperation."

SINCE October 1944, Mr. O'Mara has been promotion manager of ABC Western Division. He went to Hollywood in May 1943 to become merchandising manager for CBS Pacific network. A graduate of U. of Missouri, he holds B. J. and M. A. degrees. Entered radio in September 1938 as salesman of KVOE Santa Ana, Calif., going to post as promotion manager of Westinghouse Radio Stations, (WOWO, WGL), Ft. Wayne, Ind., one year later. There he remained until joining CBS Hollywood.

TIDE *is the Leader*

TIDE carries more pages of radio station and network advertising *than any other general advertising publication!*

And no wonder: TIDE for years was the *only* general advertising publication to carry a special department devoted to radio news. As a result, TIDE is read by a radio-conscious audience—an audience of executives who control or influence the spending of millions of dollars a year in radio time.

To get these important *buyers* interested in your facilities, advertise consistently in TIDE . . . the LEADER among general advertising publications in radio station and network advertising!

TIDE, *The Newsmagazine of Advertising, Marketing and Public Relations*

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WNEB

Is Going Places!

(Have you seen the latest Hooper Index for Worcester?)*

In New England's Third Largest City, with buying income of $301,000,000—

WNEB

has the 2nd largest share of audience.

WORCESTER'S NEWEST STATION, with its low rates, is a smart advertising buy. Contact our representatives for facts and figures.

*(*December-January*)

Adam J. Young Jr., Inc., New York
Kettell-Carter, Boston

WNEB

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Gainsborough
ASSOCIATES INC
SUITE 1200
507 FIFTH AVE., N. Y.

FCC Actions

(*Continued from page 68*)

Applications Cont.:

AM—1080 kc

McLean County Bcstg. Co., Bloomington, Ill.—CP new AM station 1080 kc 250 w D.

AM—1140 kc

Donald W. Howe, Ware, Mass.—CP new AM station 1140 kc 250 w D.

AM—1150 kc

KFJI Klamath Falls, Ore.—CP change assignment from 1240 kc 100 w to 1150 kc 1 kw, install new trans. and DA-N and change trans. site.—AMENDED: modify DA pattern.

Mosby's Inc., Great Falls, Mont.—CP new AM station 1150 kc 5 kw DA-N unl.—AMENDED: changes DA pattern.

KSAL Salina, Kan.—CP increase 1 kw to 5 kw, install new trans. and DA-N and change trans. site.—AMENDED: modify DA pattern.

AM—1240 kc

Irwin C. Stoll, Lansing, Mich.—CP new AM station 1240 kc 250 w unl.

Hickory Hill Bcstg. Co., Thomson, Ga.—CP new AM station 1240 kc 250 w unl.

WCNT Centralia, Ill.—CP change assignment from 1210 kc 1 kw D to 1250 kc 1 kw-D 500 w-N, install DA-N.—AMENDED: changes DA pattern.

AM—1280 kc

WJOI Florence, Ala.—CP change assignment from 1340 kc 250 w-DN to 1280 kc 1 kw-N 5 kw-D, install new trans. and DA-N, change trans. site.—AMENDED: changes DA pattern.

AM—1300 kc

Andrew G. Haley, Fullerton, Calif.—CP new AM station 1300 kc 500 w D.

AM—1320 kc

WKIX Columbia, S. C.—CP change assignment from 1490 kc 250 w to 1320 kc 1 kw, install new trans. and DA-N.—AMENDED: change power to 500 w-N 1 kw-D, make changes DA and change trans. site description.

AM—1330 kc

KALE Portland, Ore.—CP change trans. site, changes in DA-DN with FM ant. atop center element.

AM—1340 kc

Sayre Printing Co., Sayre, Pa.—CP new AM station 1340 kc 250 w unl.

Donald W. Reynolds, Okmulgee, Okla.—CP new AM station 1340 kc 250 w unl.

Madera Bcstg. Co., Madera, Calif.—CP new AM station 1340 kc 250 w unl. Contingent on grant of KFRE change to 970 kc.

AM—1400 kc

Greensboro News Co., Greensboro, N. C.—CP new AM station 1400 kc 250 w unl.

AM—1450 kc

WKEU Griffin, Ga.—CP increase 100 w to 250 w, install new trans., change trans. and studio sites, ant. changes.

LaPorte County Bcstg. Co., LaPorte, Ind.—CP new AM station 1540 kc 250 w D.

AM—1590 kc

WWXL Peoria, Ill.—CP change 1580 kc to 1590 kc, increase 1 kw D to 1 kw-DN, operation from D to unl., install DA-DN.

FM—93.5 mc

KRSC-FM Seattle, Wash.—License to cover CP new FM station.

FM—97.3 mc

WNBC-FM New York—License to cover CP for changes in new FM station.

FM—99.9 mc

KOZY Kansas City—CP install new trans., make changes in ant. system, specify type station as class B and ERP as 9.7 kw.

FM—104.3 mc

KOCS-FM Ontario, Calif.—License to cover CP new FM station.

Remote Pickup

Consolidated Bcstg. Corp. Ltd., area of Long Beach, Calif.—CP new remote pickup station, 1622, 2058, 2150 and 2700 kc, 50 w, A3 emission.

Modification of CP

WCNB Connersville, Ind.—Mod. CP new FM station, to change type trans., ERP to 7.7 kw, ant. height above average terrain to 246.5 ft., make changes ant. system and change commencement and completion dates.

WHB Kansas City—Mod. CP change assignment to increase 5 kw-DN to 5 kw-N 10 kw-D make changes DA-D pattern (880 kc).

WHAS-TV Louisville, Ky.—Mod. CP new commercial TV station for extension completion date.

KSD-TV St. Louis—Mod. CP new commercial TV station for extension completion date.

In FCC applications report dated Feb. 10 item re H. J. Griffith Bcstg. Co., Norman, Okla., is corrected to request unl. instead D. Contingent on KTOK changing to 1000 kc.

WBAX Wilkes-Barre, Pa.—Mod. CP increase power and change type trans., for extension completion date.

KCTX Childress, Tex.—Mod. CP new AM station for approval ant. and approval trans. site.—AMENDED: change type trans.

KGBS-FM Harlingen, Tex.—Mod. CP new FM station to change commencement and completion dates.

KTEM-FM Temple, Tex.—Mod. CP as mod. to change trans. site, ERP to 220 w and change commencement and completion dates.

WSVA-FM Harrisonburg, Va.—Mod. CP new FM station to change type trans., make changes in ant. system and change commencement and completion dates.

WDNG Douglas, Ga.—Mod. CP new AM station to change type trans. (860 kc).

WMGA-FM Moultrie, Ga.—Mod. CP new FM station to change ERP to 13.9 kw, make changes ant. system, change commencement and completion dates.

WRGA-FM Rome, Ga.—Mod. CP new FM station to change completion date.

WKRS Waukegan, Ill.—Mod. CP new FM station to change type trans., ERP to 12 kw, ant. height above average terrain to 325 ft., change commencement and completion dates.

KGGM Albuquerque, N. M.—Mod. CP as mod. change assignment for extension completion date (610 kc). Also mod. CP to change from DA-DN to DA-D.

WAMS Athens, Ohio—Mod. CP new FM station to change commencement and completion dates.

WNXC Lima, Ohio—Mod. CP new FM station to change type trans. and commencement and completion dates.

WMRF-FM Lewiston, Pa.—Mod. CP new FM station to change completion date.

WSBA-FM York, Pa.—Mod. CP as mod. new FM station to change completion date.

License Renewal

Applications for renewal of AM licenses filed by: KPRC KTKN WTMA WFDF KFWB WGBF KFEL KFNF KXLY KMBC WAPO WDEL WJAX WKY WRNL WTAD.

Applications for renewal of developmental broadcast licenses filed by: W9XEK W10XWA W10XWB W10XWC W10XWD.

APPLICATION DISMISSED

AM—1490 kc

Lake Worth Bcstg. Corp. Inc., Lake Worth, Fla.—CP new AM station 1490 kc 100 w unl.—DISMISSED: by attorney Feb. 26.

TENDERED FOR FILING
(Since Feb. 7)

AM—970 kc

WFLZ Florence, S. C.—Consent to assignment of CP from Eugene E. Stone to Atlantic Bcstg. Co.

AM—1340 kc

KCNA Tucson, Ariz.—Consent to transfer control from Erskine Caldwell to William A. Small, William Houston Johnson, William R. Mathews, Betty B. Mathews, Clara R. Ellinwood and George W. Chambers.

AM—1360 kc

WKAT Miami Beach, Fla.—Consent to signment of license from A. Frank Katzentine to WKAT Inc.

AM—1400 kc

WSAU and WSAU-FM Wausau, Wis.—Consent to assignment of license and CP of WSAU and CP of WSAU-FM from Northern Bcstg. Co. Inc. to The Journal Co.

Modification of CP

KSD St. Louis—Mod. CP make changes DA, operating on 550 kc 5 kw unl. DA-N.

March 11 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—620 kc-1490 kc

WDNC and Public Information Corp., Durham, N. C.—Announced final decision granting application of WDNC for change assignment from 1490 kc 250 w unl. to 620 kc 1 kw-N 5 kw-D DA unl. and application of Public Information Corp. for new AM station 1490 kc 250 w unl.

AM—620 kc

WRAL Raleigh, N. C.—Denied application change assignment from 1240 kc 250 w unl. to 620 kc 1 kw-N 5 kw-D DA unl.

AM—1230 kc

Commission announced adoption of order directing proceedings on renewal application of WTOL Toledo, Ohio, be reopened and that application of Public Service Bcstrs. Inc. for new AM station 1230 kc 250 w unl. (seeking WTOL facilities) be set for consolidated hearing.

March 11 Applications . . .

ACCEPTED FOR FILING

AM—600 kc

KROD El Paso, Tex.—CP change from 500 w-N 1 kw-D to 5 kw-DN, install new trans. and DA-N, change trans. site.

AM—950 kc

WARC Rochester, N. Y.—CP new AM station 1600 kc 5 kw DA-N unl.—AMENDED: request 950 kc 1 kw DA-DN, change type trans., change DA-N pattern.

AM—990 kc

WBET Brockton, Mass.—CP mount FM ant. atop AM tower.

AM—1080 kc

Steel City Bcstg. Corp., Gary, Ind.—CP new AM station 1080 kc 1 kw D.

AM—1230 kc

Hilding V. Nereen, Merrill, Wis.—CP new AM station 1230 kc 100 w unl.

AM—1240 kc

WFOY St. Augustine, Fla.—Voluntary transfer control from Glenn Marshall Jr., Ed Norton and Frank King to J. C. Bell.

Michigan Music Network Inc., Jackson, Mich.—CP new AM station 1240 kc 250 w unl.

AM—1330 kc

Tri-State Bcstg. Corp., Evansville, Ind.—CP new AM station 1330 kc 5 kw DA unl.—AMENDED: re officers, directors and stockholders.

AM—1340 kc

Lockport Union-Sun and Journal Inc., Lockport, N. Y.—CP new AM station 1340 kc 250 w unl. Contingent on WEBR being granted 970 kc.

AM—1360 kc

Radio Modesto Inc., Modesto, Calif.—CP new AM station 1360 kc 1 kw DA unl.

AM—1400 kc

West Easton, Pa.—CP install new trans.

WHGB Harrisburg, Pa.—Same.

AM—1430 kc

KVNI Coeur D'Alene, Idaho—CP increase 1 kw-DN to 5 kw-DN, install new trans. and DA-DN, change studio and trans. sites.

AM—1450 kc

Ari-Ne-Mex Bcstg. Corp., Clayton, N. M.—CP new AM station 1450 kc 250 w unl.

AM—1460 kc

KORE Eugene, Ore.—CP change 1450 kc 250 w-DN unl. to 1280 kc 1 kw D, install new trans.—AMENDED: request 1460 kc 1 kw-DN unl. DA-DN, change trans. site.

California Bcstg. Co., Santa Monica, Calif.—CP new AM station 1450 kc 250 w unl.—AMENDED: request 1460 kc 250 w D; change name applicant to Edward J. Murset Jr., Edward J. Murset Sr. and Victor S. Layng d/b California Bcstg. Co.

AM—1470 kc

KDFN Casper, Wyo.—CP install new trans.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nighttime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

Mutual Broadcasting System

MBS BMB

"Have - to - play - WFDF - Flint - tonight."

AM—1580 kc

WWXL Peoria, Ill.—License to cover CP new AM station; authority to determine operating power by direct measurement of ant. power.

License Renewal

Applications for license renewal of AM stations filed by: KWSC WCOP WHEF WNDF-FM WQAN.

Remote Pickup

Western Conn. Bcstg. Co., Stamford, Conn.—License to cover CP new remote pickup station WCYO.

FM—103.5 mc

Thomas C. Holston, Lebanon, Pa.—CP new FM station on 104.5 or 105.5 mc—AMENDED: change name from Thomas C. Holston to Radio Lebanon, FM and Television Inc.; request 103.5 mc, specify ERP 44 kw, type trans. and make changes in ant. system.

FM—Unassigned

The Hollywood Community Radio Group, Hollywood, Calif.—CP new FM station, frequency unassigned. —AMENDED: change name from Paul Stewart, Cal Kuhl, Bert Gottschaulk, Emmet Lavery, Dr. Franklin Fearing, Philip M. Connelly, George Campbell and Alvin Wilder d/b Hollywood Radio Group to Hollywood Community Radio Group; change type trans.; specify studio and trans. site and ERP 86.25 kw, make changes DA system.

C. H. Winans Co., Watchung, N. J.—CP new FM station, frequency unassigned, ERP 750 w.

Harold O. Bishop, Somerset County, N. J.—CP new FM class B station, frequency to be assigned by FCC, ERP 2.3 kw.

Modification of CP

KFMO Flat River, Mo.—Mod. CP new AM station for approval ant., to change type trans. and for approval trans. and studio sites (1240 kc).

William Avera Wynne, Rocky Mount, N. C.—Mod. CP new FM station to change type station to class A; specify 104.1 mc, type trans., ERP 1 kw, ant. height above agerage terrain 205 ft. and ant. system.

KDIX Dickinson, N. D.—Mod. CP as mod. new AM station to change type trans. (1230 kc).

March 12 Decisions . . .

BY COMMISSION EN BANC

AM—580 kc

KALB Alexandria, La.—Granted CP increase power to 5 kw-LS, using 1 kw-N, DA, on 580 kc; install new trans. Also granted CP make changes in ant. system and mount FM ant. atop ant. tower; cond.

AM—870 kc

Mrs. Carla Burnham Keys, Farmville, Va.—Granted CP new AM station 870 kc 1 kw D; engineering cond.

AM—900 kc

Radio Sanger Co., Sanger, Calif.—Granted CP new station 900 kc 1 kw D; engineering cond.

AM—910 kc

KVAN Vancouver, Wash.—Denied application for special service authorization to operate KVAN on 910 kc 100 w N for period ending not later than May 1.

AM—1340 kc

Westex Bcstg. Co., San Angelo, Tex.—Granted petition requesting application be severed from consolidated proceeding with Abilene Bcstg. Co. and Citizens Bcstg. Co. and granted. Commission adopted order granting application for new AM station 1340 kc 250 w unl.; cond.

AM—1570 kc

The Miami County Bcstg. Co. Inc., Piqua, Ohio—Granted CP new AM station 1570 kc 250 w D; engineering cond.

Conditional FM Grants

Valley Bcstg. Co., Lanett, Ala.—Authorized conditional grant of class B FM station to supersede former grant of class A station, subject to further review and approval of engineering details.

KTRB Modesto, Calif.—Authorized conditional grant for class B FM station subject to further review and approval of engineering details.

Turlock Bcstg. Group, Turlock, Calif.—Same, class A.

News-Press Pub. Co., Santa Barbara, Calif.—Authorized conditional grant of class A station in lieu class B previously authorized, subject to further review and approval of engineering details.

Capital City Bcstg. Co., Des Moines—Authorized conditional grant of class B FM station subject to further review and approval of engineering details, with following changes in allocation plan: Add channel 277 to Des Moines; to Ottumwa add No. 279 and delete No. 277.

Wolverine State Bcstg. Service Inc., Detroit—Authorized conditional grant of class B FM station subject to further review of engineering details.

Telair Co., Detroit—Same.

Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—Same.

Cumberland Bcstg. Co., Cumberland, Md.—Same.

Plains Radio Bcstg. Co., Lubbock, Tex.—Same.

Designated for Hearing

General Bcstg. Co., Atlanta, Ga.—Granted petition requesting that application be designated for hearing in consolidated proceeding with applications in Dockets 7543-7547 inclusive, applicants for class B FM stations in Atlanta area, presently set April 7, Atlanta.

FM CPs Granted

Commission authorized CPs for five class B FM outlets, two in lieu of previous conditions. (See story this issue.)

TV—66-72 mc

Southern Radio and Television Equipment Co., Miami, Fla.—Granted CP for new commercial TV station 66-72 mc (channel 4) vis. power 1.57 kw, aur. 0.786 kw; ant. 340 ft.

FCC Amendments

The action regarding following applications announced by FCC Feb. 17 is amended to read as follows:

The Outlet Co., Providence, R. I.—Granted extension of completion date of commercial TV station for 6 month period.

The A. S. Abell Co., Baltimore—Same.

The Evening Star Bcstg. Co., Washington, D. C.—Same.

KSTP St. Paul, Minn.—Same.

Raytheon Manufacturing Co. Inc., Waltham, Mass.—Same.

DOCKET CASE ACTIONS

(By the Commission)

AM—1450 kc

Paul Brake, Miami Beach, Fla.—Announced final decision granting application for new AM station 1450 kc 250 w unl.

Everglades Bcstg. Co., Miami Beach, Fla.—Denied application new AM station 1450 kc 250 w unl.

March 12 Applications . . .

ACCEPTED FOR FILING

AM—1070 kc

Home News Pub. Co., New Brunswick, N. J.—CP new AM station 1160 kc 250 w D—AMENDED: request 1070 kc 100 w, change trans. site.

Modification of CP

WJLD Bessemer, Ala.—Mod. CP change trans. and studio sites for extension commencement and completion dates.

KAGH Pasadena, Calif.—Mod. CP new FM station to change studio and trans. sites, ERP to 360 w; ant. height above average terrain to 718 ft.; make changes in ant. system and change completion date.

WQQW-FM Washington—Mod. CP new FM station to change trans. site, ant. height above average terrain to 507 ft., specify studio site, make ant. changes, change commencement and completion dates.

WRBL-FM Columbus, Ga.—Mod. CP new FM station for extension completion.

WBBW Indianapolis—Same, AM station date.

WARY Bangor, Me.—Same, FM station.

WGAN-FM Portland, Me.—Same.

WFMD-FM Frederick, Md.—Same.

KXOK-FM St. Louis—Same.

KSD-FM St. Louis—Same

WATG Ashland, Ohio—Same.

(Continued on page 77)

STATIONS, AGENCIES, ADVERTISERS, SERVICES . . .

50¢ EACH

40¢ 10 OR MORE

30¢ FIFTY OR MORE

★ 1947 RADIO OUTLINE MAP NOW AVAILABLE!

• This 25"x38" 1947 Radio Outline Map shows every radio city in the United States, Canada, Alaska and Puerto Rico, the number of stations per city by symbol. It clearly names and outlines every country, state and province. You'll see where new stations have sprung up in 1946—the year 522 construction permits were authorized. Printed on 70# International offset, it takes ink and color like your letterhead. SUPPLY IS LIMITED. ORDER YOUR MAPS TODAY!

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

STATIONS AND NETWORKS: use this big map to define your coverage, compare competition. For presentations and in planning your merchandisable area.

AGENCIES AND ADVERTISERS: plot your network and national spot campaigns, show area covered. Include in salesmen's presentations. For general radio research.

REPRESENTATIVES: pinpoint cities where there are stations you represent; calculate their coverage. Include in salesmen's brochures.

DO YOU HAVE A PACKAGED FOOD PRODUCT TO SELL?

THEN YOU NEED

WAAT

because, WAAT listeners are big buyers of packaged foods, and because WAAT produces cash register results (our present food advertisers keep renewing and renewing their radio advertising contracts).

THEY KNOW THAT—

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.

New Jersey's 1st Station

WAAT 970 ON THE DIAL

NEWARK-NEW JERSEY

Kron Urges Use of Radio To Reach Latin America

"RADIO has emerged as the major advertising medium in Latin America," according to Arthur Kron, executive vice president of Gotham Advertising Co. Speaking before the American Marketing Assn. in New York on Wednesday, Mr. Kron said that since about 50% of the Latin American people were illiterate, radio was the best way to reach a mass audience.

Having just completed an extensive tour of South America, Mr. Kron was able to report first hand that most of the people do hear radio even though many don't own sets. This is accomplished by the placement of loudspeakers in prominent public places, and even along the streets in some countries. In contrast to this, 93.8% of Buenos Aires residents own sets, and only 8.5% of these sets are inoperative.

"The weakest points in South American radio," said Mr. Kron "are talent and production, but they are definitely on the upswing."

Mr. Kron paid a special tribute to shortwave stations in this country, "the message they've carried," he said, "has done tremendous good for the U. S."

NBC-UCLA Institute

START of fifth annual NBC-UCLA Radio Institute has been set for June 23, according to Jennings Pierce, network's west coast manager of public service and station relations. Six-weeks course will feature as instructors Art Bearley, NBC Hollywood studio and field engineer; Frank A. Berend, Western Division sales manager; Mr. Pierce; Arnold Marquis, network writer-director; Andrew Love, network director; John C. Swayze, manager of news and special events; Frank Barton, chief announcer; William Sener, USC director of radio; David Nowinson, staff writer of KFI Los Angeles; Henry Russell, network's western musical director.

AAAA Chapter Elects

CARL K. TESTER, vice president and general manager of Philip J. Meany Co., Los Angeles, was elected chairman of Southern California chapter of American Assn. of Advertising Agencies at meeting held Mar. 6. He succeeds Wayne Tiss, vice president of BBDO, Hollywood. Robert Lee, Los Angeles manager of Buchanan & Co., was reelected vice chairman, with Alfred Rooney, general manager of Dan B. Miner Co., Los Angeles, secretary-treasurer. Elected to board of governors was Elliott E. Potter, superintendent of advertising service for Young & Rubicam Inc., Hollywood. Gayb Little, president of Little & Co., Los Angeles, also serves on board.

LONDON LETTER—By William Pingrey

BBC Is Accused of Falling Down On Responsibility in Coal Crisis

DESPITE voluntary cuts in service —the broadcasting monopoly was considered an essential power consumer—the BBC has been accused of failing to use its medium to bring critical issues of the fuel crisis to the nation.

"Through sheer lack of imagination the BBC has done a bad job during the crisis," declared Benn Levy, Labor M. P., in a speech charging the BBC with carrying its program of impartiality to extreme.

Frederick Laws, radio columnist, wrote in the *News Chronicle*: "It seems to me that we were in sufficient of a mess to justify the use of radio for vigorous and vulgar propaganda. The old game of balancing views is irrelevant."

Criticizing the Government more than the BBC, W. E. Williams wrote in the *Sunday Observer*: "In a week so momentous in Home as well as in Foreign Affairs no cabinet minister availed himself of the opportunity to bring critical issues to our firesides, and in an hour of destiny our tongue-tied Government was content to leave its policies to be paraphrased in official communiques."

* * *

BBC's "cultural" network, the Third Program, one of the voluntary casualties of the national power famine in February, has been returned to the air.

It was the first suspended service to be restored. Still off was the entire television service, while the other two broadcasting networks, the Home and Light Programs, were still combined until 6 p. m. and silent during five hours daily.

It took the fuel crisis to demonstrate the popularity of the highbrow Third Program, which specializes in drama and classical music, leaving the quiz shows, swing and mass appeal programs to the two other networks. Although the Third's audience is the smallest, its audience is vocal and the press, echoed by parliament, was quick to criticize the suspension.

The British television audience is steadily rising in numbers.

The Government Postoffice, in charge of radio licensing, reported that the census in January showed 3,750 more licenses for television receivers than in December. The total sets licensed in the United Kingdom is 11,200.

Total of radio receiving licenses in force at the end of January was 10,691,900. There were 290 prosecutions during January for operating receivers without license.

Carter Poems Published

EDGAR T. CARTER, a member of the KUJ Walla Walla, Wash., staff since 1937, has published a book of his poems under the title, "Papa Goose Rhymes." In addition to serving on KUJ's technical staff, Mr. Carter conducts a week-day program (*Ed Carter Time*, 7:30-7:45 a. m.) on which he features his poems. His new volume was published by the Exposition Press, New York.

Coffin Leaves CBS

TRIS COFFIN, CBS newscaster, resigned from the network last Saturday to devote more time to freelance writing. He has articles scheduled for publication in forthcoming issues of the *Saturday Evening Post*, *Coronet*, *Junior Bazaar* and *Salute*. His book, *Missouri Compromise*, is scheduled for publication May 5. Published by Little, Brown & Co., the book is a personalized account of the first two years of the Truman administration. Mr. Coffin lately has been heard on *Washington Diary*, Tues., Thurs., Sat., 6:15 p. m., and on *Report From Washington*, Fri., 6:15 p. m. He plans to return to radio sometime in the future.

Heard by most...
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co

The Shreveport Times Station

SPONSORS

BENRUS WATCH Co., New York, March 14 started sponsorship of two time signals for 13 weeks on WNBT New York, NBC television station, both on Friday nights. Signals consist of film and live clock face. Agency: J. D. Tarcher & Co., New York.

FLOTILL PRODUCTS, New York (La Gustosa tomatoes and Flotta tomato paste), March 3 began sponsorship of five-times weekly Italian language programs on WOV WBNX and WHOM New York. Agency: Al Paul Lefton Co., New York.

JAMES R. MacINTYRE, divisional field supervisor of San Francisco division of Lever Bros. Co., has been appointed manager of firm's Baltimore sales division, succeeding **WILLIAM E. PALMER**, resigned.

PAL Inc., Washington (Pal ade orange beverage), has appointed Justin Funkhouser Adv., Baltimore, Md., to handle advertising. Radio to be used.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (tooth paste and powder), March 2 started sponsorship of 39 weekly half hour band concerts over KFRC San Francisco, and six other stations of Don Lee-Mutual network. Agency: McCann-Erickson, San Francisco.

PENNZOIL Co., Oil City, Pa. (Pennzoil oil, gasoline and lubricants), April 1 begins sponsorship of "Blackstone, the Magic Detective" on 17 stations in Ohio, Pa., and W. Va. Other stations to be added. Program is transcribed series produced by Charles Michelson Inc., New York. Agency: Fuller & Smith & Ross, Cleveland.

CLYDE BEATTY CIRCUS, Los Angeles, Mar. 10 started spot anouncement ment schedules on KMPC KFWB KFAC KLAC KXLA KFOX KGER KWKW. Contracts are for 8 weeks. Agency: Allied Adv., Los Angeles.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme beer), Mar. 1 started weekly spot announcement schedule on 11 western stations. Contracts are for 26 weeks. Agency: Brisacher, Van Norden & Staff, Los Angeles.

BALIN ICE CREAM Co., South Gate, Calif. (packaged Franilla ice cream), has appointed Tullis Co., Los Angeles, to handle regional advertising effective April 1, and starts weekly spot announcement schedule on stations in that area.

AMERICAN BOWLING CONGRESS, Milwaukee (1947 tournament), has appointed Bishop & Assoc., Los Angeles, to handle advertising and promotion of 47-day event. Radio is being used.

O'SULLIVAN RUBBER Co., Winchester, Va. (heels and soles), March 10 expanded advertising from 41 to 99 stations, using series of one-minute spot announcements. In addition, five stations were selected for programming, using one-minute spots in format. Trade magazines, broadsides and window displays are being used to publicize radio campaigns. Agency: Justin Funkhouser Adv., New York.

O-CEDAR of Canada, Toronto (Chan wax), has started four weekly spot announcement campaign on 10 Ontario stations. Agency: MacLaren Adv., Toronto.

Multiple Sponsorship

FIVE-TIMES weekly program on WNOX Knoxville, Tenn., has been sold to Independent Druggists of Knoxville on multiple sponsorship basis. Ninety-eight percent of independent drug stores of Knoxville, all Knoxville drug jobbers, one news agency, one cigar jobber and one coffee jobber sponsor the program, station reports. Contract is for 52 weeks.

DUSTBANE PRODUCTS, Ottawa (sweeping compound), has started spot announcements on number of Canadian stations. Agency: McKim Adv., Toronto.

BERTRAM REIBEL, former director of product development at Associated Products, Chicago, has been appointed merchandise manager of Revlon Products Corp., New York.

BORDEN Co., New York, March 16 was to sponsor one-act comedy, "The Florist Shop," on WNBT New York, NBC television station, as experimental telecast for company's new Lady Borden ice cream. Agency: Kenyon & Eckhardt, New York.

COLLEGE INN FOOD PRODUCTS Co., Chicago (chili products), has appointed Shaw-LeVally Inc., Chicago, to handle national advertising. Radio is expected to be used.

COLE MILLING Co., Chester, Ill. (Omega flour), has appointed Gardner Adv., St. Louis, to handle all advertising. Cole currently sponsors "Smilin' Ed McConnell" on MBS.

FAMOUS FLOURS Inc., Omaha, has appointed J. Walter Thompson Co., Chicago, to handle all advertising. Company currently sponsors "Aunt Mary" on NBC Pacific network, 3:30-3:45 p.m. (PST).

CARTER PRODUCTS, New York (Carter's Little Liver Pills), April 1 starts spot announcement campaign on 85 small non-metropolitan stations. Contract is for three to five spots weekly, for 52 weeks. Agency: Ted Bates Inc., New York.

COUNTY PERFUMERY Co., Bloomfield, N. J. (Brylcréen hair tonic), has appointed Atherton & Currier, New York, to handle radio advertising.

June in January

PROOF that radio can sell even lawnmowers in Maine just after a blizzard has come from WTVL Waterville, Me. R. D. Hall, owner of the Hall-Blake Co. hardware store, wrote to C. D. Brown, WTVL president, saying "I thought we would mention lawnmowers on your *Oakland Salute* just to see what happened, first out of curiosity, and second because we had just received a shipment of 36 lawnmowers . . . Over half of them have been sold." The incident has encouraged Mr. Hall so much that he has ordered three "Weather Forecast Jingles" a day for a drug store he also owns.

Henry Succeeds Goad

RADIO CORRESPONDENTS Assn. last Tuesday elected Bill Henry, CBS newscaster, president of the association, succeeding Rex Goad, Washington manager of Transradio Press. Albert Warner, Mutual's Washington news bureau chief, succeeds Eric Sevareid, CBS Washington news bureau head, as vice president. Mr. Warner's position of secretary has been filled by Elmer Davis, ABC commentator. Succeeding Ray Henle, MBS newsman, as treasurer is NBC Washington director of news and special events, Bill McAndrew. F. W. (Pete) Tully, Yankee network correspondent, was elected member-at-large on the executive committee.

NETWORK ACCOUNTS

Renewal Accounts

SEEMAN BROS., New York, March 2 renewed for 65 weeks "Monday Morning Headlines" on ABC, Sun. 6:15-6:30 p.m. Agency: William H. Weintraub & Co., New York.

RONSON ART METAL WORKS, Newark, N. J., Feb. 28 renewed for 52 weeks "Twenty Questions", on MBS, Sat. 8-8:30 p.m. Agency: Cecil & Presbrey, New York.

QUAKER OATS Co., Chicago, Mar. 2 renewed for 52 weeks "Those Websters" on MBS, Sun. 6-6:30 p.m. Agency: Ruthrauff & Ryan, Chicago.

WILLIAMSON CANDY Co., Chicago, Mar. 2 renewed for 52 weeks "True Detective Mysteries" on MBS, Sun. 4:30-5 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

S. C. JOHNSON & Co., Brantford, Ont. (wax and Car-Nu), April 1 renews for 52 weeks "Fibber McGee and Molly" on 27 Trans-Canada network stations, Tues. 9:30-10 p.m. Agency: Needham, Louis & Brorby, New York.

NORTHERN ELECTRIC Co., Montreal (radio receivers, electrical appliances), October 6 renews to March 29, 1948, "Northern Electric Hour" on 33 Dominion network stations, Mon. 8-8:30 p.m., with delay to west coast 11:30-12 midnite. Agency: Harry E. Foster Agencies, Toronto.

Network Changes

HOUSEHOLD FINANCE Corp., Chicago, March 26 replaces "That's Finnigan" on CBS, Thur. 10:30-11 p.m., with "The Whistler" on CBS, Wed. 10-10:30 p.m. Agency: Shaw-Levally Inc., Chicago.

North Carolina's Favorite Farmer!

HARVEY DINKINS

Who was recently awarded the DISTINGUISHED SERVICE CITATION FOR 1946 by the North Carolina Farm Bureau Federation for his outstanding contribution to farmers in North Carolina.

Harvey Dinkins' *hayfield flavored comments* in his "News and Views" on the Piedmont Farm Program, broadcast daily over WSJS, *exerts a powerful influence* on thousands of farm families throughout the rich Piedmont area of North Carolina and Southwest Virginia,—*another reason why WSJS sells the Piedmont!*

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC
Affiliate
Represented by:
HEADLEY-REED COMPANY

SHE 'YEARNS FOR U. S. RADIO'

American Girl Now in Britain Tells Her Opinion of the BBC

AN AMERICAN girl who formerly worked in radio, is now living in England, and listening to the BBC. Excerpts from her comments on the BBC, written to a station manager in a large U. S. city, follow:

"When I first came over here, I was all set to find BBC infinitely superior to U. S. radio; I expected to hear good programs without benefit of advertisements almost continuously. I expected to hear intelligent presentation of intelligent programs and BBC had a head start because I was enthusiastically prejudiced. Did I get any of the things I expected?

"I did not.

"At this point I yearn for U. S. radio, complete with advertising, because with a little diligent search I could always find something I wanted to hear. . . . I personally think they [productions of the Third Program] are unbearably stuffy. They run snotty talks on subjects such as "Chaucer's Linguistics," "The Painter Versus the Writer," "The Work of Shaw and His Contemporaries," etc. Being a classic music fan, I am pleased with some of their attempts in this direction. . . .

"And a word about British comedy. I must in all fairness say that this seems to get a hilarious welcome from the average listener and more especially the studio audience. . . . It seems to me that the British comedian's . . . main technique is that employed by has-been comedians [in the States] who can't forget their old vaudeville days, and who insist on vociferously hollering out their corny gags in a fast delivery that implies they are simultaneously doing little dance steps and wearing funny hats. . . .

"They have just caught onto the quiz program, too, and the air abounds with these, also a few amateur hours, which indeed are strenuously amateur. [But] if it suits the listener here I have no right to kick. . . . Incidentally, Armed Forces Radio Service is still doing wonderful work over here. I listened to the news from AFN [American Forces Network] Munich last night and found out a lot I wouldn't otherwise have known. . . ."

KMPC Featured

COVER subject for March 9 Radio Life Magazine is Robert O. Reynolds, vice president and general manager of KMPC Hollywood. Radio fan publication also contains article on station's growth to 50,000 w and key personnel, with picture layout.

PHOTOGRAPHER covering annual convention of Assn. of Women Broadcasters at Hotel Roosevelt, New York, found this group in a happy mood. Clockwise, starting with smiling lady nearest camera, are: Nell Dougherty, WSTC Stamford, Conn., Dist. 1 AWB chairman; Gertrude Grover, WHCU Ithaca, N. Y., Dist. 2 chairman; Mildred Bailey, WCOP Boston, vp of AWB; Norma Richards, WSPD Toledo, AWB treasurer; Elizabeth Hart WMAQ Chicago, AWB vp; Nancy Grey, WTMJ Milwaukee, Dist 9 chairman; Anne Hayes, KCMO Kansas City, Mo., Dist. 10 chairman; Alma Kitchell, WJZ New York, AWB president; Dorothy Lewis, vp of AWB and coordinator of listener activity, NAB; Louise Hill Howe, KSL Salt Lake City, Dist. 14 chairman; Julie Bennell WKY Oklahoma City, Dist. 12 chairman; Violet Short, KTSA San Antonio, Dist. 13 chairman; Kay Witner, WKBO Harrisburg, Pa., Dist. 3 chairman; Ruth Crane, WMAL Washington, Dist. 4 chairman.

Canadians' Taste Still Turns to U. S. Programs

FIRST NINE most popular English-language evening programs in Canada originated in the United States, the February Elliott-Haynes report issued March 10 at Toronto shows. *Charlie McCarthy* continues to lead with a rating for February up to 43.1, followed by *Fibber McGee and Molly* with 39.3, *Radio Theatre* 38.0, Fred Allen 32.6, *Adventures of Ozzie and Harriett* 30.0, *Amos 'n Andy* 28.7, *Album of Familiar Music* 22.2, *Take It or Leave It* 22.2, Bob Hope 21.6, and *NHL Hockey* 21.3 (Canadian program).

Five leading English-language daytime programs in February were *Ma Perkins* 19.8, *Happy Gang* 19.7 (Canadian program), *Pepper Young's Family* 18.1, *Big Sister* 17.1, and *Laura Limited* 15.4 (Canadian program).

First five French-language evening programs, all of which originate at Montreal, were: *Un Homme et Son Peche* 44.5, *Le Ralliement du Rire* 41.8, *Metropole* 36.9, *Talents de Chez Nous* 36.9, and *Enchantant dans le Vivoir* 36.4. French daytime first five programs were *Jeunesse Doree* 29.1, *Rue Principale* 26.6, *Les Joyeux Troubadours* 22.8, *Quelles Nouvelles* 18.3, and *Tante Lucie* 18.1.

Continues as Sponsor

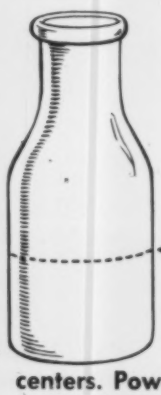
THE AMERICAN TOBACCO Co., New York (Lucky Strike Cigarettes), announced last week that it will sponsor the Lucky Strike program starring Jack Benny for a period of three years after the conclusion of the current broadcasting season. Foote, Cone & Belding, New York, is the agency handling the show heard Sundays on NBC.

FUN CLUB POPULAR

KMYR Issues 5,000 Member Cards to Denver Youth

SINCE KMYR Denver inaugurated its Fun Club in 1943 as a juvenile delinquency prevention measure the station has issued more than 5,000 membership cards to Denver's underprivileged children, according to Albert G. Meyer, station manager, who originated the idea. The Fun Club was started by Mr. Meyer through his youth radio program, *Meet the Boys in the Band.*

Major purpose is to help the youngsters have a good time. Every other month KMYR engages the city auditorium and gives a dance for Fun Club members. Other forms of fun provided by the station include free picnics at Denver's amusement parks, studio shows for Fun Club members and special theatre shows.



More CREAM in the bottle

Rich milk has a low cream line. The cream of most southern markets is in the urban centers. Power is not necessarily the answer to economical selling in a market like Knoxville. WBIR, a "local" station, can reach the cream of the market and deliver a maximum audience per dollar invested. Out of 40 rated daytime quarter hours, WBIR had 23 first, 10 second. Ask a John E. Pearson representative for facts.

ABC WBIR A NUNN STATION 1240

JOHN P. HART, Manager

Knoxville, Tennessee

IN CANADA

WINNIPEG

is a "MUST" buy

Men Who Know select

630 KC. CKRC 5KW. 500

REPRESENTATIVE - WEED & CO.

FCC Actions

(Continued from page 73)

Applications Cont.:

WHYN-FM Holyoke, Mass.—Mod. CP new AM station change commencement and completion dates.

KCMO Kansas City—Mod. CP as mod. change assignment, for extension completion date (810 kc).

WJLK Asbury Park, N. J.—Mod. CP new FM station change trans. site, ant. height above average terrain to 250 ft., changes ant. system and change commencement and completion dates.

KVSF Santa Fe, N. M.—Mod. CP change assignment etc., for extension completion date.

WFAH Alliance, Ohio—Mod. CP as mod. new FM station to change type trans., ERP to 1 kw.

KQV Pittsburgh—Mod. CP as mod. increase power etc., for extension completion date.

WLSC Lancaster, S. C.—Mod. CP new FM station to change ERP to 10.5 kw, make ant. system changes and change commencement and completion dates.

WDEF Chattanooga, Tenn.—Mod. CP change assignment etc., for extension completion date (1370 kc).

KTRM Beaumont, Tex.—Mod. CP new AM station for approval ant., change type and approval trans., approval trans. and studio sites (990 kc).

KCPN Fort Worth, Tex.—Mod. CP new commercial TV station, change type trans., change ERP to vis. 16.35 kw aur. 8.2 kw, make ant. system changes and extend commencement and completion dates.

KOMO-FM Seattle—Mod. CP as mod. new FM station change commencement and completion dates.

WMA-FM Madison, Wis.—Mod. CP new noncommercial educational station for extension completion date.

License Renewal

Applications for license renewal of remote pickup stations filed for: KABD KAOG KAOY KAXB KAZA KBRG KEGR KEHL KEMA KEIX KEIW WAEA WAHM WAIQ WAIX WAUB WBPC WDAJ KEHI WEJC WEJD WEJE WEJS WEJT WEKO WEKP WELB WELC WEOE WEOH WMJA WMJB WMJC WMJD WMJH WNBR WNBU WNTJ WNCU WQER WRBQ.

FM—Unassigned

Big Bear Lake Bcstg. Co., Big Bear Lake, Calif.—CP new class A FM station, frequency to be assigned by FCC, ERP 405 w.

Nichols & Warinner Inc., Long Beach, Calif.—CP new class A FM station, frequency to be assigned by FCC, ERP 1 kw.

Radio New Rochelle Inc., New Rochelle, N. Y.—CP new class A FM station, frequency to be assigned by FCC, ERP 2.06 kw—AMENDED: to change ERP to 1 kw, make ant. system changes.

TV—Experimental

Sherron Metalic Corp., Brooklyn—CP for reinstatement of CP new experimental TV station (W2XDK) on frequencies to be assigned by FCC; aur. 10 kw, vis. 10 kw peak; emission aur. A3, special or special for FM, emission vis. A5 or special; specify trans. site.

APPLICATION DISMISSED

AM—1170 kc

Iowa City Bcstg. Co., Iowa City—CP new AM station 1170 kc 250 w D—DISMISSED: request of applicant Feb. 21.

March 13 Decisions . . .

BY COMMISSION EN BANC

AM—920 kc

WBBB Burlington, N. C.—Granted CP increase 1 kw to 5 kw, operating D on 920 kc, make changes ant. and ground and change type trans.; engineering cond.

AM—1050 kc

WKTM Mayfield, Ky.—Granted CP make changes vertical ant., to increase 250 w to 1 kw, change type trans.

AM—1080 kc

Northwestern Ind. Radio Co., Valparaiso, Ind., and Steel City Bcstg. Corp., Gary, Ind.—Designated for consolidated hearing applications for new AM stations: Northwestern, 1080 kc 250 w D; Steel City, 1080 kc 1 kw D.

AM—1170 kc

WDEL Wilmington, Del.—Granted petition for reconsideration directed against FCC Oct. 31, 1946, action granting without hearing application of Suburban Bcstg. Corp. for new AM station at Upper Darby, Pa., 1170 kc 1 kw D. Ordered said grant set aside and application set aside for hearing and WDEL made party to proceeding.

AM—1230 kc

Ari-Ne-Mex Bcstg. Corp. and Frank E. Cooke, Deming, N. M.—Designated for consolidated hearing applications for new AM stations 1230 kc 250 w unl.

AM—1240 kc

Washtenaw Bcstg. Co. Inc., T-C Bcstg. Corp., Irwin C. Stoll, Lansing Bcstg. Co., and WILS, all Lansing Mich. and Mich. Music Network Inc., Jackson, Mich.—Designated for consolidated hearing applications for new AM stations: Washtenaw, T-C Bcstg., Stoll, Mich. Music Network, 1240 kc 250 w unl.; WILS, change 1430 kc 500 w D to 1240 kc 250 w unl.

AM—1340 kc

Kirksville Bcstg. Co., Kirksville, Mo.—Designated for hearing application for new AM station 1340 kc 250 w unl.; ordered that Audrain Bcstg. Corp., Mexico, Mo., permittee, be made party to proceeding.

Niagara Bcstg. System, Concord Bcstg. Corp., both Niagara Falls, N. Y.; Lockport Union-Sun and Journal Inc., Lockport, N. Y., and Great Lakes System Inc., Buffalo, N. Y.—Designated for consolidated hearing applications for new AM stations, 1340 kc 250 w unl.

Batesville Bcstg. Co. Inc. and White River Valley Bcstrs. Inc, Batesville, Ark.—Designated for hearing applications for new AM station 1340 kc 250 w unl.

AM—1400 kc

Community Radio Corp., Grand Forks, N. D.—Granted CP new AM station 1400 kc 250 w unl.

AM—1510 kc

Perth Amboy Bcstg. Co. and Union Bcstg. Co., Elizabeth, N. J.—Designated for consolidated hearing applications for new AM stations: Perth Amboy, 1510 kc 250 w D; Union, 1510 kc 1 kw D.

Petition Denied

WCKY Cincinnati—Adopted memorandum opinion and order denying petition for interim relief to maintain status quo in proceedings upon application of Patrick Joseph Stanton, Philadelphia, pending determination upon appeal therein which is pending before U. S. Court of Appeals for D. C.

Hugh Francis McKee, Portland, Ore.—Denied petition and supplement thereto, requesting FCC to reconsider Dec. 30, 1946 action designating application for hearing, and grant same without hearing.

Petitions Dismissed

KTSA San Antonio, Tex.—Dismissed petitions requesting withdrawal of petitions filed Dec. 27, 1946, directed against grant of CP to KCRS and conditional grant to petitioner for power increase.

March 13 Applications . . .

ACCEPTED FOR FILING

AM—730 kc

Southern Bcstg. System Inc., Thomasville, Ga.—CP new AM station 730 kc 1 kw D—AMENDED: change trans. and studio sites.

AM—930 kc

E. T. Julian Skinner Jr., Charlotte, N. C.—CP new AM station 930 kc 1 kw unl. DA—AMENDED: to mod. DA, change trans. site.

AM—1020 kc

Aiken-Augusta Bcstg. Co., Aiken, S. C.—CP new AM station 1020 kc 1 kw D.

FCC announced that March 7 report of docket actions listed incorrect facilities re grants to Monona Bcstg. Co. and Radio Wisconsin Inc., Madison, Wis. Uncorrected data appears story page 97, BROADCASTING, March 10. Correct facilities, given this issue in FCC Actions, are: Monona Bcstg., 1070 kc 5 kw-N 10 kw-D unl. DA-N; Radio Wisconsin, 1480 kc 1 kw unl. Petition for leave to amend denied.

AM—1230 kc

Frank E. Cooke, Deming, N. M.—CP new AM station 1230 kc 250 w unl.

WJOB Hammond, Ind.—CP install new vertical ant. and mount FM ant. atop AM tower—AMENDED: changes in ground system.

AM—1240 kc

WILS Lansing, Mich.—CP change 1430 kc 500 w D to 1240 kc 250 w unl., install new trans., change trans. site (Facilities to be relinquished by WJIM).

AM—1340 kc

Kirksville Bcstg. Co., Kirksville, Mo.—CP new AM station 1340 kc 250 w unl.

Western Oregon Bcstg. Inc., Reedsport, Ore.—CP new AM station 1340 kc 250 w unl.

Great Lakes Bcstg. System Inc., Buffalo, N. Y.—CP new AM station 1340 kc 250 w unl.

White River Valley Bcstrs. Inc., Batesville, Ark.—CP new AM station 1340 kc 250 w unl.

AM—1350 kc

WORK York, Pa.—CP increase 1 kw-DN to 1 kw-N 5 kw-D, install new trans. DA-N.

AM—1360 kc

KYOS Merced, Calif.—CP change 1490 kc 250 w to 1360 kc 1 kw unl., install new trans. DA-N.

AM—1370 kc

American Pacific Radio Bcstg. Co., Redlands, Calif.—CP new AM station 1370 kc 500 w unl.—AMENDED: install DA-N.

AM—1450 kc

The Massillon Bcstg. Co., Massillon, Ohio—CP new AM station 1450 kc 250 w unl.

AM—1510 kc

Union Bcstg. Co., Elizabeth, N. J.—CP new AM station 1510 kc 1 kw D.

License Renewal

Applications filed for license renewal of following noncommercial educational stations: WBEZ WIUC.

Modification of CP

The Evening Star Bcstg. Co., Washington—Mod. CP new FM station to change completion date.

National Bcstg. Co., Cleveland—Mod. CP new commercial TV station to change trans. site, make ant. changes.

WLCX LaCrosse, Wis.—Mod. CP new AM station for approval ant., trans. site and specify studio site.

FM—42.1-42.9 mc

U. of New Mexico, Albuquerque—CP new noncommercial educational station 42.1-42.9 mc 250 w unl. A3 emission.

FM—102.5 mc

WIBW-FM Topeka, Kan.—License to cover CP new FM station.

FM—Unassigned

Plains Empire Bcstg. Co., Amarillo, Tex.—CP new class B FM station on frequency to be assigned by FCC, ERP 10.1 kw.

FM—Unassigned

Wilmington Tri-State Bcstg. Co., Inc., Wilmington, Del.—CP new class B FM station, frequency to be assigned by

(Continued on page 78)

HORACE N. STOVIN AND COMPANY
•
RADIO STATION REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

960
Paul H. Raymer Company Nat'l Rep.
WBRC
International News Service
NBC
NBC THE NETWORK MOST PEOPLE LISTEN TO MOST
5000 Watts Day
WBRC FIRST IN BIRMINGHAM SINCE 1925
5000 Watts Night
BIRMINGHAM, ALABAMA

FCC Actions

(*Continued from page 77*)

Applications Cont.:

FCC, ERP 20 kw, ant. height above average terrain 500 ft.

TV—Experimental

The Pulitzer Pub. Co., St. Louis—License to cover CP new experimental TV station (W9XWD).

Crosley Bcstg. Corp., Cincinnati—License to cover CP as mod. new experimental TV station (W8XCT).

APPLICATIONS RETURNED

AM—590 kc

Harold O. Bishop, Harrisburg, Pa.—CP new AM station 590 kc 1 kw D—RETURNED: by letter March 10, incomplete engineering data.

AM—1390 kc

Albert J. Meyer, Riverton, Wyo.—CP new AM station 1390 kc unl.—RETURNED: March 7, no engineering data on Form 304.

Modification of License

Peach Bowl Bcstrs., Yuba City, Calif.—Mod. license to change 1460 kc 500 w to 1600 kc 1 kw, install new trans. DA-N—RETURNED: March 7, incomplete.

TENDERED FOR FILING

(Since Feb. 7)

AM—1280 kc

WOV New York—Consent to transfer of control from Arde Bulova to Harry D. Henshel.

AM—1310 kc

WKMH Dearborn, Mich.—CP change 1540 kc D to 1310 kc unl. DA-N, change trans. site.

AM—1330 kc

KFH and KFH-FM Wichita, Kan.—Consent to transfer of control from Victoria Murdock Estate to Wichita Eagle Inc. (CP for KFH-FM).

AM—1370 kc

WPAB Ponce, P. R.—Consent to transfer of control from Miguel Soltero Palermo (deceased) to Mrs. Maria M. Porrata Doria, Carlos Clavell, Juan A. Wirshing, Rafael Lopez Zapeta, Alfonso Gimenez, Mrs. Cruz Teresa Bigay, Mrs. Daisy Bigay, Angel Lopez Vasquez and Inocencia Bigay Vda. Saltero, as judicial administrator of the estate of Miguel Saltero Palermo.

Modification of CP

WMBR Jacksonville, Fla.—Mod. CP change DA, install FM ant. using 5 kw unl. DA-N (1460 kc).

KEX Portland, Ore.—Mod. CP change DA-N to DA-DN, operating on 1190 kc 50 kw unl. DA.

KQV Pittsburgh—Mod. CP for approval DA-D, 5 kw-DN unl. DA-DN (1410 kc).

Chattahoochee Bcstg. Co., Columbus, Ga.—Mod. CP for approval DA at new site using 1 kw unl. DA-DN (1460 kc).

Hearings Before FCC . . .

MARCH 17-18—10 A.M.

AM—Hearing

The Concho Valley Bcstg. Co., San Angelo, Tex.—CP 1400 kc 250 w unl.

Runnels County Bcstg. Co., Ballinger, Tex.—Same.

To be held Room 307, Post Office Bldg., San Angelo, March 17; City Hall auditorium, Ballinger, March 18.

AM—Hearing

Wyandotte Bcstg. Co., Wyandotte, Mich.—CP 1310 kc 250 w D.

Wyandotte News Co., Wyandotte, Mich.—Same.

Suburban Bcstrs., Dearborn, Mich.—CP 1310 kc 1 kw D.

To be held in council chamber, City Hall, Wyandotte.

MARCH 18-19—10 A.M.

AM—Hearing

Gifford Phillips, Denver, Col.—CP 1450 kc 250 w unl.

Meroco Bcstg. Co., Greeley, Col.—Same.

To be held in Court Room A, City and County Bldg., Denver, March 18; City Hall, Greeley, March 19.

MARCH 20—10 A.M.

License Renewal

WHLS Port Huron, Mich.—License renewal.

MARCH 20-22

AM—Hearing

Hillsdale Bcstg. Co., Hillsdale, Mich.—CP 830 kc 250 w D.

Abe Lapides, Pontiac, Mich.—CP 830 kc 1 kw D.

Woodward Bcstg. Co., Detroit—CP 840 kc 5 kw DA-D.

MARCH 21—10 A.M.

Oral Argument

Following groups of applicants to be heard in order indicated before Commission en banc, Room 6121, FCC Hqtrs., Washington:

(Group One)

Peoria Bcstg. Co., Peoria, Ill.—For FM facilities.

Mid-State Bcstg. Co., Peoria, Ill.—Same.

Radio Peoria Inc., Peoria, Ill.—Same.

Central Illinois Radio Corp., Peoria, Ill.—Same.

Illinois Valley Bcstg. Co., Peoria, Ill.—Same.

West Central Bcstg. Co., Peoria, Ill.—Same.

(Group Two)

Charles W. Balthrope, San Antonio, Tex.—CP 1450 kc 250 w unl.

Express Pub. Co., San Antonio, Tex.—Same.

Gonzales Bcstg. Co., Gonzales, Tex.—Same.

Taylor Bcstg. Co., Taylor, Tex.—Same.

(Group Three)

Mid-America Bcstg. Corp., Louisville, Ky.—CP 1080 kc 1 kw-N 5 kw-D unl. DA-DN.

Kentucky Bcstg. Corp., Albany, Ind.—Same.

WIBC Indianapolis—CP 1070 kc 50 kw unl. DA.

(Group Four)

Commonwealth Bcstg. Corp., Danville, Ky.—CP 1230 kc 100 w unl.

Danville Bcstg. Co., Danville, Ky.—CP 1230 kc 250 w unl.

* * *

Further Hearing

The A. S. Abell Co., Baltimore—CP 850 kc 1 kw unl.

WEEU Reading, Pa.—CP 850 kc 1 kw DA-N unl.

Further Hearing

Paris Bcstg. Co., Paris, Tenn.—CP 1340 kc 250 w unl.

Murray Bcstg. Co. Inc., Murray, Ky.—Same.

AM—Hearing

Community Bcstg. Co., Fort Worth, Tex.—CP 1490 kc 250 w unl.

Intervenors: KGKB Tyler, KPLT Paris, Tex.

To be held in Fort Worth.

LINES ARE PERMITTED IN U. S. SUPREME COURT

ROUND ONE of the radio correspondents' fight to obtain equal recognition with the press in covering the courts has been won, with permission granted by the Supreme Court for the four networks to install lines in the building.

The Radio Correspondents' Assn. had taken the matter of Supreme Court coverage up with Chief Justice Vinson in their meeting with him Jan. 22 [BROADCASTING, Jan. 27]. Justice Vinson suggested the correspondents draw up a petition making a formal request for the installation of lines for direct broadcasting. However, two weeks before the March 6 Lewis decision, NBC asked Ned Potter, press relations head for Supreme Court, for permission to install lines. Mr. Potter took the request to Chief Justice Vinson who granted it.

ABC also installed facilities for broadcasting from the Supreme Court building. As the decision on Lewis came as a surprise to most press and radio correspondents, there were no broadcasts from the building at the time. Now that permission has been granted, however, all four networks plan to install direct broadcasting facilities for future Supreme Court decisions of nationwide interest.

Study Single Union For Actors - Artists

AFRA New York Local Eyes Move To Unite With Other Groups

A RESOLUTION proposing a merger of AFRA and other branches of the Assn. of Actors and Artists of America into a single union is on the agenda of an AFRA membership meeting to be held in New York next Thursday, March 20.

The resolution suggests that "AFRA take the leadership and set up committee to urge and promote the adoption of the amalgamation" of the various unions.

The Association at present includes AFRA, Actors Equity, American Guild of Variety Artists, Chorous Equity, Hebrew Actors Union, Hebrew Chorous Union, Hungarian Actors and Artists, Italian Actors and Artists, Screen Actors Guild and Brother Artists Assn.

Advocates of the merger argue that one big union would mean cheaper individual membership dues, as well as greater unity and strength wherein a single cardholder could work interchangeably for any of the currently separated divisions.

Notwithstanding the interest aroused by the proposal it is not expected that the resolution, if adopted, will result in an early formation of a united front.

Radio Promotion Plans To Be Discussed Mar. 25

PROMOTION plans for the radio-in-every-room drive of Radio Manufacturers Assn. will be considered by the RMA Advertising Committee at a meeting to be held March 25 in the Roosevelt Hotel, New York. The Fred Eldean Organization, recently appointed to carry on the $50,000 drive, will submit its programs.

The committee also will take up plans for National Radio Week Oct. 27, in which NAB will cooperate. John S. Garceau, Farnsworth Television & Radio Corp., is chairman of the committee. E. R. Taylor, Zenith Radio Co., heads the set drive.

you get the whole picture with WBNX

NO matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish	speaking persons
2,103,737	Italian	speaking persons
1,236,000	German	speaking persons
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6,517,737 foreign language prospects There you get the whole picture. Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language. Photo: Lotte Errell Pix

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America's Leading Foreign Language Station

First... in AGENCY COVERAGE ★
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.
☆by the general advertising press

FM Antennas

(*Continued from page 18*)

rather than an engineering question so long as the Commission doesn't deviate from its standards.

FCC engineers who met with the committee explained that the Commission has no top limit on antennas so long as Civil Aeronautics Administration has no objection. FCC rules specify that Class IV stations must have antennas at least 150 feet high unless they can show a 75 millivolt-per-meter signal strength at one mile for 250 w power.

Most Under 200 ft.

Most quarter-wave antennas are under 200 feet. Economy has been the dominant reason for this practice. A few stations now use half-wave antennas, and a few others have one-third wave, but they are a small minority.

Use of half-wave antennas not only will strengthen signals of existing stations, broaden their coverage areas, and be suitable for FM radiation as well in case of joint AM-FM operation, but will reduce interference except at certain specified distances far outside primary areas. Extent of this interference problem, should large numbers of stations desire to change to half-wave antennas, might be a matter for engineering study.

Proposal that all stations be compelled to adopt half-wave antennas was turned down by Panel 4, Radio Technical Planning Board, during the war because of interference predicted at certain distances. The panel was concerned with interference that would be caused if every station went to half-wave and opposed compulsory Commission action. Economic factors entered into the panel's consideration and its adverse recommendation is not considered an indictment of half-wave antennas.

Subject Discussed Fully

The tower question occupied much of the committee's meeting last week. Members reiterated past criticism of CAA for its delay in clearing tower sites and asked the NAB headquarters staff to suggest to CAA and FCC that the agencies cooperate to clear up some of the present confusion.

The committee proposed that FCC and CAA cooperate in preparing a series of elevation maps for use by broadcasters in selecting available sites for towers. Early meeting with the two agencies is planned. Also to be discussed will be the proposal that set standards governing location of towers, cover such factors as airports and lighting.

Committee members noted that confusion exists on the lighting of towers whose height is less than surrounding structures.

NAB was asked by the committee to reactivate its Engineering Dept., which has been inactive since James L. Middlebrooks resigned last autumn as engineering director to join ABC. The committee favored a two-man engineering department, with the director handling administrative and policy matters as well as attending engineering conferences and an assistant handling day-to-day engineering matters. NAB is expected to name an engineering director in the near future.

Project to develop complete NAB technical standards for transcriptions and recordings for broadcast purposes will be revived. The movement originally was started some years ago by Lynn C. Smeby, engineering consultant, while NAB engineering director.

Sixteen items were standardized by NAB, and approved by its board, before the war halted the project. These standards have been widely accepted. Their purpose is to provide uniform high quality results from transcriptions regardless of who makes the transcription or manufactures the equipment.

The NAB board, at its August meeting in Estes Park, Colo., last summer, endorsed revival of the project. The industry committee, consisting of nearly 80 interested parties, will be revived to complete the study and establish all necessary standards.

The committee went one step further by proposing that the problem be approached from an international viewpoint because of the growing exchange of recorded programs among nations.

An addition to the NAB Engineering Handbook dealing with acoustical studio standards was recommended by the committee, which also proposed that a chart be included to show the resistance of antenna components. The committee suggested that encouragement be given several doctorate studies on mutual impedances of vertical radiators in directional antenna systems.

Attending the committee meeting were: Orrin Towner, WHAS Louisville, chairman; James Ebel, WMBD Peoria; Ross H. Beville, WWDC Washington; Roland C. Hale, WCOP Boston; Oscar Hirsch, WKRO Cairo, Ill.; Royal V. Howard, KSFO San Francisco; G. Porter Houston, WCBM Baltimore; Earle M. Johnson, MBS. T. A. M. Craven, Cowles stations, attended as board liaison member. Representing NAB were Executive Vice President A. D. Willard Jr. and Secretary-Treasurer C. E. Arney Jr. Appearing as committee guests were Howard S. Frazier and Lynne C. Smeby, former NAB engineering directors. Attending the luncheon meeting were these FCC guests: Commissioner E. K. Jett, George P. Adair, chief engineer; John A. Willoughby, assistant chief engineer for broadcasting; James E. Barr, C. M. Braum and Curtis Plummer, from Engineering Dept.

Down Mexico Way

WHEN PRESIDENT Truman broke precedent a fortnight ago with his visit to Mexico, he also established a radio "first" by making a major radio address from Mexico City. Here J. Leonard Reinsch (l), radio advisor to the President and managing director of the Cox stations, is talking over arrangements with Emilio Azcarraga, president of XEW and XEQ Mexico City, that nation's leading broadcaster, who collaborated in the arrangements. Mr. Reinsch is featured in an illustrated article in the current issue of the Mexican magazine *Oiga!* He returned to the States with the President and supervised his radio address on Greece last Wednesday.

'Hush' Brings Rush

DELUGE OF LETTERS from the listening audience trying to guess the identification of "Mrs. Hush" on the *Truth or Consequences* show on CBS has been so great that Ralph Edwards, m. c. of the show, has had to hire an extra staff of 60 people, to read the more than 510,000 letters received so far. The show is sponsored by Procter & Gamble (Duz) through Compton Adv., New York.

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
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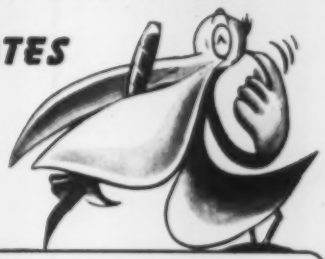
WCAX
BURLINGTON
VERMONT'S
ONLY CBS
STATION
SOON
5000
WATTS
1000 WATTS • FULL TIME

MORNING, NOON AND NIGHT
WIOD DOMINATES
THIS MARKET



C. E. HOOPER STATION LISTENING INDEX
MIAMI, FLORIDA
DECEMBER 1946 - JANUARY 1947

	WIOD	Station B	Station C	Station D	Others
Mondays thru Fridays 8:00 AM to 12:00 Noon	35.1	34.6	8.8	17.6	3.9
Mondays thru Fridays 12:00 Noon to 6:00 PM	37.7	18.7	9.4	30.6	3.6
Sundays thru Saturdays 6:00 PM to 10:00 PM	43.2	17.0	11.0	28.5	0.3
Sunday Afternoon 12:00 Noon to 6:00 PM	45.7	19.2	10.5	22.8	1.8

WIOD
FIRST IN MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

KFMB sells SAN DIEGO

San Diego is the "buying" spot for over 465,720 people—reached from the "inside" by KFMB. For complete coverage specify KFMB—San Diego's best "buy"!

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BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

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Represented by BRANHAM CO.

1947 A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

Burdette, McVane, Gaeth, Galbraith to Receive Headliner Medals of Merit

FOUR RADIO correspondents are among the 18 men and two women who will receive Headliner Medals of Merit for journalistic achievement during 1946 at the annual award luncheon of the Headliners in Atlantic City on June 14.

Arthur Gaeth, MBS, will receive the medal for the outstanding foreign broadcast of 1946, his "excellent and dramatic on-the-spot coverage of the Nuernberg executions."

John Galbraith of ABC's San Francisco affiliate, KGO, will receive the medal for the outstanding news broadcast of last year, his "excellent on-the-spot account of the Alcatraz prison riot."

The medal of merit for the outstanding assigned radio reporting achievement of 1946 will go to Winston Burdette of CBS for his broadcast from the Bilbo hearing in Jackson, Miss.

The medal for outstanding coverage of a continued major news story will be awarded to John McVane of NBC for his "excellent reporting of the UN meetings."

Television Advertising Productions Inc. Elects

ELECTION of officers of Television Advertising Productions, Inc., Chicago, was announced this week by Ardien Rodner, company founder.

Mr. Rodner was elected president and Norman Lindquist, formerly associated with Mr. Rodner at Commonwealth Edison, Chicago, was named vice president in charge of sales. Other elected officers include A. Don Faust, free-lance television producer and announcer, vice president and program director; Albert Sisco, vice president and general manager of Sisco-Hamilton Candy Co., who will serve as secretary-treasurer. Staff members of TAP include John B. Gibney, production manager, and Leonard Nathanson, script editor.

Mr. Rodner also announced that Sherman Marks, William Vance and Jerry Walker, all Chicago radio producers, had been appointed as associate staff members.

Strotz

(Continued from page 10)

Harry, of course, got his start with Eddie Cantor as one of radio's first stooges.

Here, then, are 10 successful shows which star people who have come up within the ranks of radio itself. Three of these shows have already hit the rarefied Hooper atmosphere where the Hopes and Fibbers have been riding high for, lo, these many years.

As for the so-called "unhealthy" situation of those same familiar names bobbing up in the top 15, it is an old habit of the American public to stick by its favorites. Babe Ruth, in addition to being the leading hitter in baseball for many years, would probably still get a large share of the votes if the fans were to choose their favorite player. Clark Gable has a habit of getting into the list of top 10 box-office stars every year; and Alfred Lunt and Lynn Fontanne, along with Katherine Cornell and Helen Hayes, have had their way with theatre-goers for a long time, too.

Don't blame radio for the Hooper situation. Blame the listening public. And don't worry about new talent. As long as there are top-Hooper shows, there will be top supporting players, every one of whom would like a show of his own. And most of them are good enough to have one!

Hooper Set to Use New Diary System

Said to Provide Better Picture In Telephone-Scarce Areas

C. E. HOOPER INC. announced last week that it is prepared to use its much publicized diary system in compiling future station listening indexes.

A primary purpose of the system, according to the announcement, is to produce a more accurate picture in areas where telephones have been inadequate. To date, there have been five main limitations on the effectiveness of the index, the announcement said. These were: (1) It sampled telephone homes, and not all homes in a community; (2) it was restricted in use to communities where the telephone home population was adequate for sampling; (3) it developed no station audience information on listening before 8 a. m. nor after 10 p. m.; (4) its use was restricted to urban areas, and was not applicable to small town, rural, or county population groups; (5) it was comparatively expensive for the more remote communities.

Under the revised system, however, the following factors prevail: (1) All homes are sampled—the telephone barrier having been cleared completely; (2) no community is too sparse in population to support a measurement; (3) listening is measured by two-hour periods (one hour if desired) from 6 a. m. to midnight; (4) any type of population unit may be measured (city, town, county, rural); (5) the cost for reports on smaller or more remote communities, previously the most expensive to produce, has dropped to two-thirds that of the more restricted telephone-based station listener index.

Miniature Display

MINIATURE display of new 5-kw transmitter layout and buildings of CJCA Edmonton, Alta. is being featured in windows of Hudson Bay Co., that city, in conjunction with station's forthcoming increase in power from 1 kw to 5 kw.

MORGAN JOINS RADIO LAW FIRM IN CAPITAL

EDWARD P. MORGAN, former chief inspector of the FBI, joins the Washington radio law firm of Welch & Mott today (March 17). He resigned his FBI post effective last Friday.

Mr. Morgan

Mr. Morgan, 33, is a native of St. Louis and has been with the FBI since 1940. He joined the Bureau as a special agent and served successively as supervisor of special agents, assistant special agent of FBI field offices, and special agent in charge of the Albany, N. Y., office. He returned to Washington headquarters from Albany two years ago as an inspector, and subsequently was promoted to chief inspector.

His service includes work as associate counsel of the Joint Congressional Committee investigating Pearl Harbor. He received his BA and MA degrees from Maryville State College, Maryville, Mo., in 1934 and 1936, respectively, and his LLB and LLM from Georgetown U., Washington, D. C., in 1939 and 1942.

The firm of Welch & Mott is composed of Vincent B. Welch and Harold E. Mott, formerly of the FCC Law Dept., and has offices in the Occidental Bldg., Washington.

Assumes Added Duties

ARTHUR SIMON, sales manager of WLIB New York, has been appointed general manager of the station in addition to his other duties. Mr. Simon previously was general manager of WPEN and WPEN-FM Philadephia and before that of WOV New York.

TOASTMASTER Don McNeill and entire cast of ABC's "Breakfast Club" April 21 will begin their annual trip eastward, to New York and other eastern cities. Nature of several broadcasts on tour is still to be announced. Cast will return to Chicago May 5.

CHNS
HALIFAX NOVA SCOTIA

A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!

Ask
JOS. WEED & CO.
350 Madison Ave., New York.

P.S. We'll soon have our 5000 Watt Transmitter in operation!

WJR Appeal

(*Continued from page 17*)

over WJR's argument that the Tarboro grant amounts to a prejudging of issues in the long-pending clear-channel hearing. Judge Prettyman was careful to explain, as he delivered his critical comments on FCC's denial of hearing, that he was not indicating his opinion on the merits of the appeal.

The WJR appeal was argued by Kelly E. Griffith, of Kirkland, Fleming, Green, Martin & Ellis.

Several appeals from nonhearing grants affecting clear-channel stations are pending before the Court of Appeals but hearings have not yet been scheduled.

WLW Cincinnati last week appealed to the court from grant of a daytime station with 1 kw power on its 700 kc clear channel to Middle West Broadcasting Co., St. Paul. WLW contends, through Duke M. Patrick, of Hogan & Hartson, that in extreme cases over 5,000,000 persons will receive objectionable interference in the station's service area. WLW asks a stay order and interim relief, and filed a notice of appeal.

WHAS Louisville last week through Miller & Schroeder filed with the court notice of appeal from a grant of a 10 kw daytime station on 840 kc, its clear channel, to Oklahoma Agricultural & Mechanical College, Stillwater, Okla. WHAS points out that interference would be caused within its 100 uv/m contour as distinguished from WJR's Tarboro appeal. WJR also has appealed from a daytime grant to Clancy, Ala., which it contends will cause interference inside its 100 uv/m area.

Appeals to the court had previously been filed by WGN Chicago against a nonhearing grant to Radio Virginia Inc. for 1 kw daytime station at Richmond on 720 kc, and WCKY Cincinnati had appealed from a grant to Patrick Joseph Stanton for a daytime station on 1530 kc in Philadelphia. WCKY now shares 1530 kc with KFBK San Francisco, both being 1B stations as compared with 1A status for other appellants.

In all the appeals it is claimed that hearings were refused though the stations will suffer interference, with their audience curtailed. They claim Constitutional right to a hearing as well as rights under the Communications Act.

Since the court has heard only one of the clear-channel appeals, it may consider the idea of issuing stay orders in all cases pending a decision. WJR was denied a stay order by the court, but it was granted an immediate hearing on its notice of appeal.

Should the court rule against the FCC, the Commission is expected to go to the U. S. Supreme Court.

KFI Los Angeles last week asked the FCC to reconsider its action of Feb. 20 granting to WOI Ames, Ia., special authorization to operate with 1 kw on 640 kc during certain daytime hours. KFI contended it was entitled to a hearing. WSM Nashville filed two petitions asking hearings in applications for daytime stations on its 650 clear-channel. Applicants are Wilmington Tri-State Broadcasting Co., Wilmington, Del., 250 w daytime, and McPherson Broadcasting Co., McPherson, Kan., 250 w daytime. The KFI and WSM petitions were filed by E. D. Johnston, of Kirkland, Fleming, Green, Martin & Ellis.

Off to Good Start

KRCC, San Francisco Bay area FM station at Richmond, Calif., claims that in signing 29 sponsors in one month's operation it has set a record for an FM outlet. Station also claims largest single FM contract to date on the Pacific Coast—five and a half hours weekly for Breuners, furniture retailers. KRCC went on the air Feb. 2 and broadcasts music, drama and news daily, 3-10:15 p. m.

WFLZ Assignment

ASSIGNMENT of the construction permit of WFLZ Florence, S. C., from present sole owner, Eugene E. Stone, to Atlantic Broadcasting Co. is sought in an application reported filed last week with FCC. Mr. Stone is president and 50.18% owner of the assignee corporation. He receives no remuneration excepting his interest in Atlantic Broadcasting. Purpose is to strengthen financial status of the station. In the assignee firm, 550 shares at $100 par each have been issued. Others in firm are Herman A. Smith Jr., secretary-treasurer (27%), general manager and 20% owner of Smith Gas and Oil Co., and Paul H. Benson Jr., vice president (22.7%), managing partner and half-owner Atlantic Outdoor Adv. WFLZ is assigned 970 kc, 5 kw daytime.

FM Realignment

(*Continued from page 15*)

separate the signals up to a 1,000-to-1 ratio.

Similar difficulties have been reported between stations operating 400 kc apart in Chicago and also in New Orleans.

John H. DeWitt, a pioneer in high-frequency propagation who built the "first commercial FM station" (WSM Nashville), now consulting engineer for Clear Channel Broadcasting Service, which has followed FM operations closely in cities where clear channel stations have FM outlets (11 of the 16 CCBS stations have FM affiliates now in operation), expressed belief that two "blank" channels would be necessary between stations in the same city and that 800-kc separation (three blank channels) would be desirable. Receivers, he said, "just aren't selective enough" to separate stations on 400-kc separation in the same city.

Set Production

Thus far, FM set production has been concentrated on more expensive FM-AM console combinations (of 51,318 FM receivers produced in January, 5,004 were table models). When sets of a less expensive type are made, it was pointed out, the natural result in FM as well as AM is that selectivity becomes less acute. For that reason it was thought that the problem of separating stations 400 kc apart (one blank channel) would become greater as more low-priced sets reach the market.

One manufacturer declared that "there has not been an FM receiver made yet that worked perfectly."

It has been pointed out, too, that the present policy of assigning FM stations with only one blank channel between them serves to rob the stations of their identity with listeners. AM assignments ordinarily give a much greater separation on the dial, observers noted, asserting that many listeners have complained that they are unable to know which of two stations they are tuning insofar as stations 400 kc apart in the same city are concerned.

Another factor given important consideration is that most of the FM stations now on the air are in "interim operation" on less than their authorized power. The bearing that this may have on ultimate interference problems was in dispute, however. Some authorities felt that interference between stations separated by a single blank channel will be reduced when higher power is attained. Others, however, felt the situation would be considerably aggravated.

WILLIAM HENRY, CBS Washington news analyst, now in Hollywood. March 5 was conferred honorary degree by Occidental College.

. . . in the Lyndon report covering the general advertising Press . . . January-June, 1946
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

IN EASTERN NORTH CAROLINA THE DIALS STAY TUNED TO

WRRF

In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF.

WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
WASHINGTON, NORTH CAROLINA
National Representatives
FORJOE & CO.
New York . Los Angeles . Chicago

KFRE
FRESNO
SELLS MORE
Profitably
A ROOMAN RADIO STATION
KFRE-KRFM Fresno
ASK AVERY-KNODEL, INC.

The Winning Time
is the Time You Buy on
WINR
BINGHAMTON, N. Y.
•
N.B.C. in the
Triple Cities
HEADLEY-REED
National Representatives

Zenith

(Continued from page 20)

would like to see greatly expanded.

Already there has been a certain amount of consultation between the State Dept. and seven licensees who lease their transmitters to the Government for *Voice of America* programs [BROADCASTING, Feb. 24]. Greatest opposition to Government international radio, heretofore, has come from World Wide Broadcasting Foundation, licensee of WRUL, WRUR Boston. The other licensees, which do not include Zenith, concede to varying degrees a need for Government participation in international radio, with the greatest accord going so far as "general agreement" with Mr. Benton's theses.

The Foundation plan provides for a 15-man board of trustees, including a seat for the Secretary of State. The State Dept. feels its participation is necessary in any international broadcasting because of the critical policy nature of information programs to foreign countries. There are three obstacles, it is said, to completely government-free international broadcasting: Technical problems and need for coordination imposed by a narrow short-wave spectrum; high-cost, low-revenue factors limiting volume commercial broadcasting; and necessity for a certain minimum uniformity of program policy for the benefit of foreign listeners not equipped to understand the innate diversity of domestic American programs.

Diversity Views Differ

This very diversity, Mr. McDonald contended, would prevent foreign listeners from attaching the propaganda label to our broadcasts. "There could be no better way of demonstrating to other peoples the real meaning of American free enterprise and freedom of speech than by giving them an opportunity to hear the tremendous variety of radio programs that are aired each day over our major networks," he declared.

"What a revelation it would be to countless impoverished millions to hear commercial announcers vying with each other to sell more soap, candy, automobiles, radios, watches, cigarettes, etc. And what a demonstration of democracy in action it would be to have people of the world hear two opposing American presidential candidates tear into each other over the radio, and then hear the election results, and learn that the loser continued to enjoy life and freedom," he continued.

Mr. McDonald pointed out that despite criticism of American radio it has demonstrated its capacity to build audiences, not only at home, but also abroad, in a manner unique to this nation.

He concluded that "the best way, as well as the most American way," of reaching a foreign audience is through permitting our short-wave stations to sell time to advertisers. "That will automatically bring to American international broadcasting the best audience-building brains of the country, and give to the rest of the world the great . . . talent that has made radio so popular in America. Under the acid spur of commercial results, broadcasters will develop new techniques of audience building in foreign lands that will transcend the best efforts possible for a known Government agency."

If, after such a course is adopted, and the Government still feels it must officially enter into "the international war of words" Mr. McDonald predicted there would be an "enormous and receptive audience waiting for its programs from privately-owned stations."

WMPS Covers Fire

WMPS MEMPHIS aired four live broadcasts from the scene of a $500,000 early morning fire that destroyed a four-story drug store building in downtown Memphis March 6. In presenting the broadcasts—at 6:30 a.m., 7:15 a.m., 7:55 a.m. and 8:40 a.m.—WMPS engineers made use of a loop which had been used the previous night for piping a movie premiere. No AC power was available, but a battery amplifier was pressed into service.

Eades Made RCA-Victor's Southern Area Manager

ELMER P. EADES, former acting regional manager of the Southern regional office of the RCA-Victor division, RCA, Atlanta, Ga., has been appointed regional manager of the office. He succeeds W. L. Rothenberger, who has been named renewal sales manager of the RCA Tube Dept., Harrison, N. J.

Mr. Eades joined RCA in 1932 as a record specialist and in 1937 became a package goods salesman covering the Atlanta region. In 1942 he transferred to RCA's Camden plant as an expediter in war contract service, returning to Atlanta in 1943 as a record field representative and taking over as acting regional manager the following year.

Station Operation Course at Denver

Four-Year Training Plan to Begin At University This Spring

FOUR-YEAR course in small station operation will be started this spring by the U. of Denver, working in cooperation with a committee of Colorado broadcasters headed by Hugh B. Terry, KLZ Denver, a member of the NAB board. The course will be offered in both the College of Business Administration and College of Arts and Sciences.

First two years will be devoted to usual instruction in either of the two colleges, supplemented by exploratory studies in industry structure. The next two years will include professional courses in announcing, journalism, continuity writing, production, sales and advertising, radio law, engineering, management.

The idea of providing a course concentrated on the small station field was based on the committee belief that the greatest industry expansion lies in that direction. Students will be screened by the committee to point out weaknesses and special talents, and to encourage specialization.

Committee members besides Chairman Terry are Rex Howell, KFXJ Grand Junction, Colo., chairman of the NAB District 14 Small Market Stations Committee; Clarence Moore, KOA Denver; Phillip Gray, Gray Advertising Agency; Vincent W. Corbett, KVOD Denver; Ben Bezoff, KMYR Denver; Paul Godt, KFEL Denver; Gifford Phillips, KGHF Pueblo; Jack Todd, KBOL Boulder; Allen Miller, director, Rocky Mountain Radio Council; R. Russell Porter, coordinator of radio, U. of Denver.

WHBF Rock Island, Ill., March 5 received certificate of appreciation from Veterans Administration, for recognition of station's services to war veterans.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Peer Intern'l.
MY ADOBE HACIENDA
On Transcriptions: Thesaurus, Novatime Trio; MacGregor, Sunshine Girls, Barclay Allen; Associated, Hank D'Amico; World, Eddy Howard.
On Records: Eddy Howard, Majestic; Billy Williams, Victor; Kenny Baker, Decca; Jack McLean, Coast; Coffman Sisters, Enterprise; Esquire Trio, Rhapsody; Hammondairs, Mars; Bobby True Trio, Mercury; Frankie Carle, Columbia; Dinning Sisters, Capitol; Art Kassel, Vogue.
BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

1893 Arthur L. Bright 1947

ARTHUR L. BRIGHT, 54, president and general manager of KHQ Spokane and prominent in Spokane radio for two decades, died late in the night of March 8 following an illness of more than a month. It had been believed he was well on the road to recovery, but complications set in two days before his death.

Funeral services were held March 11 at the Cathedral of St. John's, Spokane, with Bishop Edward M. Cross officiating.

Mr. Bright was born in New York City in 1893. He went to Spokane in 1914, becoming a junior officer in the Spokane & Eastern Trust Co. Later he spent a brief period in the manufacturing and distributing business in Detroit.

In 1924 he returned to Spokane to become vice president of the First National Ford Co., remaining in that business until 1928 when he joined the late Thomas W. Symons in operating KFPY Spokane. At first he was commercial manager, later becoming vice president and general manager as well as one-third owner. He sold his interest in February 1945.

When the Spokane Chronicle Co. took over KHQ March 1, 1946, purchasing it from Louis Wasmer for approximately $1,295,000, Mr. Bright became president and general manager of KHQ as well as a stockholder-director. He was unable to attend the formal transfer from Mr. Wasmer because of a heart attack.

Mr. BRIGHT

Active in Spokane civic affairs, Mr. Bright was a member of the Spokane Chamber of Commerce Retail Trade Bureau; Spokane Country Club; Spokane Club; Spokane Press Club; vice president of Inland Empire Early Birds, member of English-Speaking Union, and Masonic lodge.

Surviving are Mrs. Bright; a daughter, Mrs. William P. Stone, Yakima, Wash.; three brothers, George and Jack Bright, of New York, and Lyman H. Bright, of Charlottesville, Va.; a sister, Mrs. Frank Fabri, of New York; two granddaughters, Susan and Katherine Stone, of Yakima.

BAHA'I
The World View

The modern world is plagued by two major, economic sins—the sin of capitalism and the sin of communism.

In two different ways they have denied and betrayed the basic, spiritual principle of human brotherhood – capitalism by its indifference to the moral rights and human needs of others, and communism by its substitution of state power for voluntary cooperation.

Where is the middle ground bringing together economic doctrine and moral truth? What is the possible area of agreement and accord between these two extremes which have divided the world into apparently hostile social philosophies?

On Industrial Justice

For the answer to these vital, present-day questions we suggest that you read the teachings of the Baha'i World Faith on industrial justice. They define the true nature of government, industrialist, worker and the general public in relation to the current, worldwide, social-economic tension.

Write for a complimentary copy of "On Industrial Justice," sent with an outline of Baha'i teachings for your reference file.

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Illinois

WOR's Time Sales Record in '46 Best in 25 Years

ALL-TIME 25-year record was set by WOR New York in 1946, when 377 advertisers bought time on the station to sell more than 500 products, R. C. Maddux, WOR vice president in charge of sales, announced last week.

Mr. Maddux pointed out that food products, with General Foods topping the field, led all other advertisers in time bought on WOR last year and listed the next four major purchases in order: drugs and pharmaceuticals, soaps and household supplies, amusements, and confections and beverages.

Young & Rubicam was in first place in amount of business billed, with Duane Jones and BBDO in second and third places, respectively. The remaining 10 leading agencies in order of sales were: Ruthrauff & Ryan, Erwin Wasey, Federal Advertising, Arthur Rosenberg, Al Paul Lefton, Charles W. Hoyt and Arthur Meyerhoff.

WTOL Must Wait For New Hearing

Rival Applicant Files for Its 1230 kc Facility

WTOL Toledo, which faced a Blue Book renewal hearing Jan. 10, must now await an FCC hearing on the mutually exclusive application of Public Service Broadcasters Inc. for its 250 w 1230 kc facility in the Ohio city.

Hearing records were ordered consolidated Thursday by the Commission. WTOL's Blue Book renewal application was heard by the Commission en banc [BROADCASTING, Jan. 13]. The station at that time cited its revised program service, conforming to Blue Book requirements, in asking license renewal. Now the Commission will consider the WTOL renewal and the Public Service application jointly in reaching a decision.

Public Service applied Dec. 17 for the WTOL facility, promising to do a better community service job than WTOL. President and treasurer is Lowell Baldwin, 90% formerly in the laundry business; Mary A. Baldwin and Mary E. Baldwin each have 5%.

The FCC's order recalled that the Public Service application was filed more than 20 days before the scheduled date of the WTOL renewal hearing. The Commission's action followed claim by WBAL Baltimore, another Blue Book renewal applicant, that it was receiving prejudicial treatment in having its application consolidated with the mutually exclusive application of Public Service Radio Corp., Baltimore, while WTOL was allowed to go to hearing separate from the applicant seeking its facility.

Best Children's Program Idea Will Bring $1,000

ESTABLISHMENT of the Robert Maxwell Award, a prize of $1000 for the best idea or concept for a new and original children's radio program, was announced last week by Josette Frank, staff advisor to the children's book and radio committee of the Child Study Assn. of America, New York.

The award, named for Robert Maxwell, creator and producer of several current juvenile programs, guarantees, in addition to the cash, broadcast on MBS and continuing royalties in the event the winning program is either commercially sponsored or maintained as a network sustaining feature. All entries must be submitted to the Association.

The board of judges for the award will be Edgar Kobak, MBS president; Mrs. Eleanor Roosevelt, chairman of the Human Rights Commission to the U. S. Economic and Social Council; Helen Hayes, stage, screen and radio actress; and Mrs. Mary Fisher Langmuir, president of the Child Study Assn.

KSFO MUSIC PAYS OFF!

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station . . . or ask your Universal Radio Sales rep.

UBS
560 KSFO
SAN FRANCISCO

Hon. John Hymes
The Blow Co.
New York City

Dear John:

Them chemical fellows are at it again . . . just heard that one of the big plants are building a million dollar laboratory . . . for research they say . . . but I look at it as just another reason why this great Kanawha Valley is so prosperous . . . building . . . expanding . . . THE CHEMICAL CENTER OF THE WORLD . . . and we're right in the middle of it with our 5000 watts!

Yrs.
Algy

WCHS
Charleston, W. Va.

ONE BIG MARKET

SERVED BY

BEAUMONT TEXAS
KFDM
560 KC.
1000 WATTS

KFDM penetrates the three largest cities in the Great Gulf Coast Region—Beaumont, Port Arthur, and Orange—reaching a 584 million dollar effective buying income!

REPRESENTED BY
FREE & PETERS, INC.
Pioneer Radio Station Representatives

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

WLW
700 ON YOUR DIAL

Radio As Freedom's Agent Stressed

World Hears President's Message on Helping Greece, Turkey

PRESIDENT TRUMAN underscored heavily the part "controlled" radio and press play in the imposition of undemocratic ideologies as he asked Congress to authorize $400,000,000 worth of relief assistance to Greece and Turkey in an historic message to a joint session of Senate and House on March 12.

In an urgent plea for the United States to assume world leadership so free peoples will not be taken over by Communist-led extremists, the President said most nations today are faced with a choice between "alternative" ways of life.

"One way of life is based upon the will of the majority, and is distinguished by free institutions, representative government, free elections, guarantee of individual liberty, freedom of speech and religion, and freedom from political oppression.

"The second way of life," he continued, "is based upon the will of a minority forcibly imposed upon the majority. It relies upon terror and oppression, a controlled press and radio, fixed elections, and the suppression of personal freedoms."

The President's message, anticipated as one of the most important post-war policy declarations yet made, earned a Hooperating of 19.9, the same registered when he spoke at Baylor U., Waco, Tex., March 2. The special Hooperating taken for CBS reported an audience of 9,995,000 adults with the share of listeners set at 93.2.

Full text of the message was translated into eight languages and broadcast to Europe, Soviet Russia and the Far East by the *Voice of America*, operated by the Office of International Information and Cultural Affairs of the State Dept. "Live" broadcasts also were transmitted over OIC facilities to Europe and the Middle East through a relay at Algiers, while the President's voice continued to be heard on rebroadcasts all over the world for 24 hours after actual presentation of the address. Summaries of the speech were carried in all 25 of the *Voice's* languages.

Speech Telecast

The speech also was telecast from the House Chamber—the third time television cameras have been trained on such proceedings and the second time a presidential message has been transmitted for video.

First Congressional reaction was mixed but there was universal recognition that the United States is embarking, as the President said, upon a "serious course." Earlier consultation between the President and Congressional foreign policy leaders led to the assumption that there would be broad and searching discussion on Capitol Hill of all the executive requests, which included proposals that American civilian and military personnel be assigned not only to supervise the administration of the proposed relief but to train Greek and Turkish soldiers.

State Dept. sources told BROADCASTING that the Chief Executive's message "might" lend weight to OIC requests for $25,000,000 to carry on and expand informational programs, including *Voice of America*.

These sources feel that if U. S. money is to be pumped into Greece and Turkey it must be "insured" by more effective use of mass communications media to compete with Russian propaganda. Whatever plans the U. S. makes to present its aims to the world are strictly limited, they declared, by the budget.

Economic support for countries threatened by the Soviet circle of influence, OIC sources said, "will certainly not do the job implied by the President's message." They declared that if the line against Communism is to be held, more intense efforts will have to be made to compete with Soviet propaganda which is particularly effective wherever internal organizations — extreme leftist political parties—carry the Russian line.

HT on TV

VIDEO PICKUP of the President's address on the Near East situation to a joint session of Congress last Wednesday was a joint venture of NBC, CBS and Allen B. Du Mont Labs. Three image orthicon cameras—in the House chamber and one atop the Capitol—picked up the program, which was broadcast by WTTG, Du Mont video station in Washington; WNBT (NBC), WCBS-TV (CBS) and WABD (Du Mont) in New York; and WPTZ Philadelphia (Philco). Program was carried to New York from Washington by AT&T's coaxial cable line and from New York to Philadelphia by radio relay.

Hammond, Ind., Denial Upheld by Appeals Court

FCC DENIAL of a grant to Calumet Broadcasting Corp. for a new station at Hammond, Ind., was upheld by the District of Columbia U. S. Court of Appeals on March 10. Denial climaxed a long fight by Calumet. It started with an FCC action March 8, 1946 when the Commission ruled that the Corporation's principal stockholders had displayed evasiveness and lack of candor in reporting stock ownership and financial qualifications.

The Court's decision referred to a Supreme Court ruling that the FCC is empowered "to deny an application, as not in the public interest, convenience and necessity, because of deception practiced upon the Commission by stockholders or officers of the applicant."

Principal stockholders were listed as Dr. George F. Courrier and Miss Doris Keane (Mrs. William Irvin), formerly of WWAE and WHIP, Hammond, Ind.

The case was argued before Justices C. J. Groner, Wilbur K. Miller and J. Prettyman. Decision was written by Judge Prettyman who said, in part: "We think the conduct of the officers of the applicant . . . clearly disclosed their willingness to deceive the Commission. Moreover, the concealment, or failure to disclose, was of material facts . . . They were within the proper scope of and pertinent to the inquiry of the Commission."

Leiss in New Post

F. J. LEISS, formerly of the media department of Foote, Cone & Belding, Chicago, has joined Roche, Williams & Cleary, Chicago, as time buyer. N. J. (Bert) Cavanagh resigned three weeks ago as chief timebuyer following 11 years with the agency. Mr. Cavanagh has not yet announced his future plans.

DAY & NIGHT
IN
NIAGARA FALLS
CHVC

Represented by
J. P. McKINNEY & SON
New York • Chicago
Circle 7-1178 Superior 9866

1000 WATTS—24 HOURS
B. U. P. • 2 TELEPRINTERS • U. P.

Contract for WWJ Engineers Signed

Series of Union Strike Threats Fail to Materialize

NEW contract providing pay increases for engineers at WWJ Detroit was signed by representatives of NABET and the station Sunday, March 9, after a series of strike threats by the union had failed to materialize. Contract raises the top pay of engineers from $90 a week (after six years' service, as provided in old contract) to $103.50.

The agreement was reached after several months of negotiations during which two issues were at stake, the pay boost and jurisdiction over the television camera. NABET originally demanded a 25% pay increase for the WWJ engineers.

Tentative understanding was reached with reference to jurisdiction, but negotiations bogged down over the salary demands, and NABET finally served WWJ with notice of intention to strike within 30 days. A Federal conciliator arrived on the scene the day before the strike deadline was reached and succeeded in effecting a renewal of negotiations. The strike deadline passed while negotiations were in progress.

WWJ officials report that after several days of further talks an agreement was reached under which the station promised a 15% pay increase. Agreement provided for the maximum of $103.50 a week and gave the engineers jurisdiction "from the camera back," subject to verification with International Alliance of Theatrical Stage Employes, which also claimed jurisdiction over the camera. To satisfy IATSE as well as NABET, the agreement provided for a division of jurisdiction.

This agreement, according to WWJ officials, was accepted by NABET on behalf of the station engineers on Jan. 29, but while the deal with IATSE was still being worked out a new set of demands was served on WWJ by NABET on March 6. These new demands ignored the Jan. 29 agreement and demanded a scale providing for a top weekly salary of $115. Further, NABET warned that unless the demands were met a strike of WWJ engineers would be called at 10 a. m. two days later (March 8).

Again the Federal conciliator stepped in, suggesting a compromise top figure of $108, but WWJ stood pat, refusing to go higher than the $103.50 agreed upon Jan. 29. The March 8 strike deadline passed without a strike, and there were reports, WWJ officials said, that a strike would be called at p. m. March 9. But the strike failed to materialize, and at 4:30 p. m that day (March 9) the NABET agreed to sign the contract previously agreed to, providing that WWJ would consent to re-negotiate at the expiration of a year. WWJ had offered to do this during the negotiations, so the differences were resolved.

6 Bay Area Independents Face AFRA Strike Threat

AFRA members of six independently owned stations in San Francisco and Oakland took a strike vote on March 7 and 8 and almost unanimously elected to desert the microphones if current negotiations with the owners bogged down hopelessly.

AFRA has been negotiating with the owners since last Dec. 16 for a new contract for announcers at KSFO KYA KJBS and KSAN in San Francisco and KROW and KLX in Oakland. It is asking a substantial increase in the basic salary of announcers, establishment of fees for commercial programs and premium pay for announcers who do supervisory, newscast preparation or production work.

Average salary for the announcers at the six stations is $55 weekly. AFRA is asking for increases ranging to $80-$90 weekly. According to both William Gavin, AFRA's acting business manager, and William Hanrahan, Employers Council representative for the owners, proposed commercial fee system is principal stumbling block in the negotiations.

An appeal has been made to the U. S. Conciliation Service of the Dept. of Labor, which agreed to send a representative.

Technicians Given Increases in Pay

AFTER THREE months of negotiations, agreement was reached in San Francisco March 11 between IBEW and operators of eight Bay Area independent stations for a new contract for radio technicians and combination men. New contract is retroactive to Jan. 1, 1947 and will be in force for 18 months. Stations affected include KSFO KYA KJBS and KSAN San Francisco, KRE Berkeley and KLX KROW and KWBR Oakland.

Technical men will benefit by 20 to 30% pay increases, more vacation and holiday advantages, according to M. L. Larsen, business manager of IBEW. Mr. Larsen said the following scales would be in effect at the stations: KSFO—$85 weekly with an additional $5 increase Oct. 1; KYA—$80 weekly with a $7.50 increase Oct. 1; KRE and KSAN—$67 weekly with a $5 increase Oct. 1; KLX KROW KJBS and KWBR—$75 weekly with a $5 increase Oct. 1. Combination men on KJBS KWBR KRE and KSAN were awarded an additional $12 weekly.

Technicians on seven of the stations were granted two weeks' annual vacation with pay and double time for seven holidays a year. KSFO technicians were given three weeks' vacation with pay.

Another contract clause provides that the technicians shall not be called on any job of less than four hours and shall receive a minimum of 50 cents extra fee for any completed trip in which equipment is moved.

Representing the stations in the negotiations were William Hanrahan of the San Francisco Employers Council and Phil Lasky, KSFO general manager.

AFRA Ratifies Agreement With KMOX KXOK KWK

AGREEMENTS with three St. Louis stations — KMOX KXOK KWK — were ratified by the St. Louis AFRA local March 12 just five minutes before the midnight strike deadline. Negotiations between the union and management of the stations [BROADCASTING, March 10] had continued until late afternoon of the 12th.

Under terms of the settlement announcers are to be paid a base minimum of $80 a week, $25 above the previous minimum. They had demanded $85. Actors and singers are granted a 35% increase, the amount originally demanded by the union.

Announcers will be given a 10% increase in fees for special work outside their regular schedules. New announcers employed by the three stations are to be paid a minimum of $70 their first year and $75 the second year.

New contract is to run for two years, but the union has the privilege of reopening wage negotiations after one year.

Work on our new transmitter nears completion. It won't be long before

WLAW

LAWRENCE, MASS.

becomes

New England's BEST radio buy with

50,000 WATTS

NATIONAL REPRESENTATIVES
WEED & CO.

On The Air

Atlanta's New **WBGE**

MIKE BENTON, *President*

MAURICE COLEMAN, *General Manager*

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

ABC AND AFFILIATES were represented at the regular quarterly meeting of the Stations Planning and Advisory Committee, held Feb. 25 in New York [BROADCASTING, March 3] by (l to r seated): Harold Hough, KGKO Fort Worth; Mark Woods, ABC president; Roger W. Clipp general manager of WFIL Philadelphia, who was elected chairman of the committee at the meeting; Edward J. Noble, chairman of the board of ABC; Jack Gross, KFMB San Diego, Calif; E. K. Hartenbower, KCMO Kansas City, Mo. Standing (l to r) are: Ernest Lee Jahncke Jr., manager of the Eastern Division of ABC's Stations Dept.; Robert E. Kintner, ABC executive vice-president; J. P. Williams, WING Dayton; Frank Carman, KUTA Salt Lake City; John H. Norton Jr., ABC vice-president in charge of stations; Robert R. Feagin, WPDQ Jacksonville, Fla.; Fred Weber, WDSU New Orleans; and E. R. Borroff, vice-president in charge of ABC's Central Division.

Five AM Stations, Two Increases In Power Are Granted by Commission

FIVE NEW standard stations and power increases to KALB Alexandria, La., and WBBB Burlington, N. C., were approved by the FCC last week.

New station grants go to: Piqua, Ohio, The Miami County Broadcasting Co., 1570 kc, 250 w, daytime; Farmville, Va., Mrs. Carla Burnham Keys, 870 kc, 1 kw, daytime; Sanger, Calif., Radio Sanger Co., 900 kc, 1 kw, daytime; San Angelo, Tex., Westex Broadcasting Co., 1340 kc, 250 w, unlimited time; Grand Forks, N. D., Community Radio Corp., 1400 kc, 250 w, unlimited time. All are conditional re engineering details or other data.

KALB was granted power increase to 5 kw to local sunset, using 1 kw night, on 580 kc directional. WBBB boosts power to 5 kw. Station operates daytime on 920 kc.

Heading Miami County Broadcasting Co. as president and 39.6% owner is Richard E. Hunt, former salesman with WDAD Indiana, Pa. A Marine veteran, he previously had been with WIZE Springfield, Ohio, and WCAR Pontiac, Mich. George E. Donahue, DuBois, Pa., is vice president and holds 15.8%. Byron F. London, secretary-treasurer and 31.7% owner, has been WDAD engineer. He is Army veteran. Others interested are Forest E. Stone, 11.1%, and J. Cameron Dungan, 1.5%, both of Troy, Ohio.

Mrs. Carla Burnham Keys is president of Johnson City Enterprises Inc., theatre group owner, and vice president of Summers Hardware and Supply Co.

Radio Sanger Co. is a co-partnership composed of E. L. Barr, Barr Packing Co.; Elmer Rheingans, Sanger Fruit Growers; Estey H. Walton, attorney, and Jake Rheingans, Merced Motor Sales, rancher.

The Westex Broadcasting Co. application had previously been set for consolidated hearing with applications of Abilene and Citizens' Broadcasting Cos. Present action involved grant by Commission of the Westex petition for severance and grant. Westex is an equal partnership composed of the following: Ingham S. Roberts, assistant manager of KBWD Brownwood, Tex., and 15% owner of Valley Broadcasting Co., permittee at McAllen, Tex., who will be general manager of both the San Angelo and McAllen outlets; Joe N. Weatherby, Brownwood auto dealer; B. P. Bludworth, in outdoor advertising field in Brownwood and Abeline; J. Edward Johnson, Brownwood attorney; Travis E. Baker, San Angelo attorney; Armistead D. Rust, San Angelo rancher.

Stockholders of Community Radio Corp. are: Carroll E. Day, president, attorney; Don Whitman, vice president, manager of J. C. Penney Co. store; Leonard Egstrom, secretary, secretary of YMCA; Arthur Tweet, treasurer, merchant; Elroy Schroeder, director, superintendent of schools; Adolph Lund, implement dealer, and Dalton E. Nelson, student. All are local residents and each holds 14.29% interest. Mr. Nelson had Armed Forces Radio Service experience while in the Army.

Newsmen to Florida

NEWSMEN representing the four major networks accompanied President Truman to Key West, Fla., last Wednesday during the President's brief vacation trip. They had originally been scheduled to go along on a Caribbean cruise, which was cancelled because of the situation in Greece [BROADCASTING, March 10]. The President flew to Key West immediately after his address to Congress Wednesday noon (see story page 84). Making the trip to Key West were Bryson Rash, ABC; John Adams, CBS; Bill Hillman, MBS; Bjorn Bjornson, NBC.

COOK'S PITTSBURGH APPLICATION ALTERED

AN AMENDMENT to the Pittsburgh AM application of Richard J. Cook, publisher of the Pittsburgh *Bulletin Index*, was filed with the FCC last week, showing a number of prominent sportsmen and businessmen associated with Mr. Cook in the new-station bid.

The application requests 1470 kc with 5 kw fulltime. The amendment, filed by the Washington law firm of Welch & Mott, changes the name of the applicant from Mr. Cook as an individual to United Broadcasting Corp., of which he is president and 12½% stockholder.

Other stockholders are John H. Harris, owner of the Pittsburgh Hornets (professional hockey team), Iron Men (basketball), and other interests, 12½% and vice president; Austin E. Sigler, owner of Allied Asphalt Co., 12½% and secretary-treasurer; Tom Johnson, 25% owner of the Pittsburgh Pirates (baseball team), 12½%; Mead J. Mulvihill, attorney and president of Pennsylvania State Brewers Assn., 12½%; Daniel C. and Michael H. Parish, in construction equipment and supply business, 12½% each, H. S., N. K. Parker, investments, 6.25% each.

RETAIL SALES FOR RICHMOND TOTALLED $233,000,000 for 1945 FOR 1946—$295,000,000 AN INCREASE OF 26.6%

In this Major Market
USE **WMBG**
NBC IN RICHMOND, VA.
5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
WCAX
STATION IN VERMONT
SOON 5000 WATTS
1000 WATTS • FULL TIME

They Say...

"... THE PRESIDENT has nominated E. M. Webster, former assistant chief engineer for the Commission (FCC), to fill the last vacancy. ... These well-merited promotions within the FCC are quite properly making it something of a career system ... the President is entitled to special commendation for staffing this important agency with experts instead of hack politicians."

From **"Experts on the FCC,"** editorial in the *Washington Post* March 10.

* * *

"IT IS fashionable to damn radio commercials, and for once there is a little sense in fashion . . . two young men of Beverly Hills were moved to invent a time switch which cuts out a radio receiver at the program break for a commercial. . . . Suppose everybody bought one of these time switches and used it. . . . radio, as we know it, would disappear. . . . We think the American, inured to American programs, good, bad and indifferent . . . would still prefer these programs to anything that has been cooked up so far by a government broadcasting monopoly. . . ."

From **"What If There Were No 'Commercials'?"** editorial in the *Los Angeles Times* March 6.

* * *

"IT IS . . . an educated guess that the aid rendered by our scientists and engineers, in addition to insuring victory, shortened the war by as much as two years and saved the lives of as many as half a million American soldiers . . . The atomic bomb appears first in order of importance . . . Second place should go to radar . . . Third place, in my opinion, goes to the [radio] proximity fuse, the most remarkable development in artillery ammunition since the appearance of high-explosive shells."

Robert P. Patterson, Secretary of War, before New York Patent Law Assn., March 11.

COMPLETE COVERAGE OF THE EL PASO MARKET

KROD

CBS
600 KC 1000 WATTS
National Representatives: Taylor-Howe-Snowden

FMA First Regional Meeting Slated April 14 for Albany

FIRST regional meeting of FM Assn., promotion agency organized in January to build up public acceptance of FM, will be held April 14 when the association's Region 1 convenes at the Ten Eyck Hotel, Albany, N. Y.

In charge of arrangements for the meeting, which is expected to set the pattern for similar gatherings in all parts of the country, is Leonard L. Asch, WBCA Schenectady, temporary chairman of a special committee. Region 1 covers New England, New York, New Jersey and Pennsylvania.

All-day meeting starting at 10 a. m. is planned, according to Bill Bailey, FMA executive director. The agenda is not yet complete, but tentative plans call for a roundtable by leading scientists who will discuss the technical side of FM, now the center of a controversy based on FCC one-channel separation as well as quality of FM receiving sets.

Another panel will cover FM advertising problems, with top agency and advertising executives slated to participate. H. C. Bonfig, Zenith Radio Co., will be a featured speaker.

The day's program will include a luncheon meeting, but present plans do not call for a dinner. The region will elect a permanent chairman.

Members of the region's committee in charge of arrangements, besides Mr. Asch, are: W. A. Riple, WTRY-WTRI, Troy, N. Y.; Fritz S. Updyke, WRUN Rome, N. Y.; Raymond F. Kohn, WFMZ Allentown, Pa.; Miles Heberer, radio director, New York State; William Fay, Stromberg-Carlson Co.; Allen Wood, WIBX Utica; Elliott M. Sanger, WQXR-WQXQ New York; John Shepard 3d, Yankee Network; Roy Albertson, WBNY Buffalo; C. B. Wagoner, WGFM Schenectady; W. P. Meenan, Ray W. Welpott, WGY-WGFM Schenectady; W. R. David, General Electric Co.; Ira Hirschmann, WABF New York; Arthur Freed, Freed Radio Corp.; Harry Goldman, WROW-FM Albany; Frank A. Gunther, Radio Engineering Labs.; E. R. Robinson, General Electric Co.; E. W. Waterbury, WOPT-FM, Oswego, N. Y.

WWJ Engages Watson

LOREN L. WATSON JR., who celebrated his 14th year in radio last August, has been named publicity and public relations manager of WWJ Detroit. Before assuming his new post Mr. Watson had been sports editor and continuity chief of WJR Detroit and had been doing free lancing in Michigan.

RMA Plans Survey of Manufacturers To Find FM Set, Transmitter Plans

SURVEY of set and transmitter manufacturers will be undertaken by Radio Manufacturers Assn. to find out as closely as possible the potential output of FM equipment in 1947.

Spurred by wide variance in predictions made by manufacturers, RMA has sent to its members a detailed questionnaire designed to produce the true production picture. Request for accurate information was made by FM Assn. president, Roy Hofheinz, in first proposing formation of an FMA-RMA liaison committee. FMA sought to encourage production of FM receivers, especially low-cost table models.

Results of the questionnaire will be studied at a meeting in New York March 28 by RMA's liaison group, headed by Larry F. Hardy, of Philco Corp., chairman. The group will prepare a report.

Estimates on FM set production have ranged from 2,000,000 to 5,000,000. Current production ranges from 10,000 to 15,000 per week.

Members of the RMA committee, besides Chairman Hardy, are Ben Abrams, Emerson Radio & Phonograph Corp.; H. C. Bonfig, Zenith Radio Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; S. P. Taylor, Western Electric Co., chairman, RMA Transmitter Division; Ray C. Cosgrove, Crosley Radio Corp., RMA president, ex-officio member.

RMA manufacturers last year received orders for $26,476,087 in transmitter and studio equipment from broadcasters, delivering $6,491,067 of this amount during the period. Over half of transmitter orders, dollarwise, were for AM, with the rest divided between FM and television.

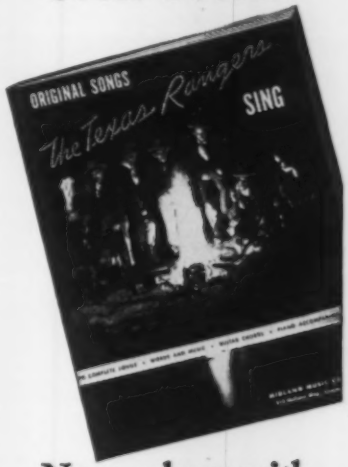
AM transmitting equipment comprised three-fifths of the total deliveries dollarwise, with television deliveries exceeding FM.

Orders for transmitting equipment in 1946 totaled: AM, $10,469,072; FM, $4,753,669; Television, $4,740,899; relays and miscellaneous, $10,515.

Transmitter deliveries were: AM, $2,401,303; FM, $752,259; television, $845,141.

Studio equipment orders were: AM and FM, $4,372,514; television, $709,712. Sales were: AM and FM, $1,784,060; television, $72,127.

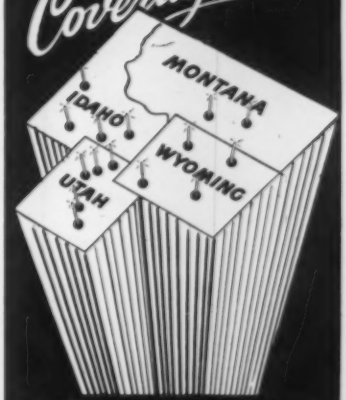
Total export orders amounted to $1,463,162; sales, $1,268,950.

Making the best even better!

Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

Concentrated Coverage of



15 HOME TOWN MARKETS
★
THE New INTERMOUNTAIN NETWORK
AVERY-KNODEL, Inc.
National Representatives

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Program director, capable all-round man to assist manager new network station, outdoor country; small city; $225 month start. Box 896, BROADCASTING.

Network affiliate, southwest city of 12,000, wants announcer with first class license April first. Congenial surroundings; college town. Fifty dollars. Box 897, BROADCASTING.

Production manager-announcer. Opening for good combination man at new central Florida station. Good base plus talent. Send complete story and audition disc. Box 938, BROADCASTING.

Texas station will train veteran in sales, servicing. Give details to Box 940, BROADCASTING.

Staff being recruited for new fulltime local in important south Texas market. Excellent character, stable temperament, proven ability required. Worthwhile opportunity for talented personnel. Box 958, BROADCASTING.

Wanted—Announcer-engineer for progressive, new southern station. $50.00 per week. Box 993, BROADCASTING.

50 kw station desires engineer, good. Apply thru RRR, Personnel Service, Box 413, Philadelphia.

Wanted—Chief engineer for new 250 watt radio station. Give references, past experience and also state age and family status. Apply Box 432, Fayetteville, N. C.

Staff announcers wanted for new 10,000 watt ABC affiliate Honolulu, start April 1st or 15th. Good salary, plus fees. Single men preferred. Write immediately airmail stating all requirements and experience. Audition recording and picture required. KULA, P. O. Box 1479, Honolulu, T. H.

Top-flight announcer, starting $50.00 plus talent fees and other benefits, advancement assured if you qualify, personal interview only, references required. WAIM, Anderson, South Carolina.

Experienced commercial man, exceptional salary and commission, personal interview only, references required, WAIM, Anderson, South Carolina.

Wanted—Combination announcer and advertising writer. Must be tops. Give full details first letter. Radio Station KMLB, Monroe, La.

Desired—Experienced radio man to manage Kinston Broadcasting Company, community-owned 1000 watt daytime station at Kinston, N. C. State age, whether married or single, and full information as to radio experience. Write c/o Drawer 183, Kinston, N. C.

Wanted. Announcer with disc jockey background. Deep resonant voice preferred. Must be thoroughly experienced with ability to sell his audience. Excellent opportunity for man willing to grow with live-wire organization. Send photo, disc and details to WPLH, Huntington, West Virginia.

Applications being considered for WWSO, new daytimer, Springfield, Ohio, on air in May. Chief engineer, manager, commercial, program, news. State experience, starting salary; include photo. Veterans preferred. Radio Springfield, WWSO, Springfield, Ohio.

Wanted one copy writer for Cordele, Georgia. One copy writer and first class engineer for new station, Sanford, Florida. Write WMJM, Cordele.

KULA Honolulu, 10 kw, ABC affiliate accepting applications for licensed technicians. Transportation expense not advanced. Single men preferred. Start April 1 or 15. Make full application first airmail letter. P. O. Box 1479, Honolulu, T. H.

Announcer with first class license. $67.50 for 40 hours to right man. ABC affiliate, one of best small operations on Pacific Coast. Wire Manager, KFLW, Klamath Falls, Oregon.

Continuity writer wanted. Mostly commercial spots and programs; all types. Send complete details including samples of work, references and salary expected to Radio Station KHMO, Hannibal, Missouri.

Help Wanted (Con't)

Good ad lib man for lecturer's position to play theatres coast to coast for long established motion picture producer. Mature appearance and excellent stage personality essential. Must have attractive wife who will travel with him. Serviceable car necessary. Excellent proposition for both. Give all details and include snapshots of both in first letter and interview will be arranged. Chas. B. Meade, Supervisor of Personnel, Box 249, Wilmington, Ohio.

Engineers with announcing ability for studio or transmitter on new 1 kw CBS station start up about April 1st. Write Chief Engineer, KDSH, Boise, Idaho giving full information.

New Texas station needs sales manager, combination engineer-announcers, engineers. Attractive college town. KOSF, Nacogdoches, Texas.

Engineer—First class, with announcing experience. Station KOPO, Tucson, Arizona.

Wanted—Transmitter engineer with car. Washington, D. C. area. WPIK, Alexandria, Va.

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Transmitter operator—250 watt Mutual. New Raytheon equipment. Experience unnecessary, phone, wire, write Manager, WHSC, Hartsville S. C.

Wanted—Engineers, including chief and assistants for new station. Excellent opportunities for immediate applicants. Write Northeast Georgia Broadcasting Company, Box 307, Gainesville, Ga.

First class operator—State experience in first letter. Salary sixty dollars per week. Box 4, BROADCASTING.

Combination 1st class engineer wanted at Radio Station WLOE, Leaksville, North Carolina. Write or wire experience.

Announcer—News and music, must have at least two years experience. Good opportunity with N. Y. State NBC affiliate. Permanent position in community of one hundred thousand with progressive high-type station. Box 9, BROADCASTING.

WTUX, Wilmington, Delaware. Immediate openings announcers, continuity writers and engineers. Contact Ed Harvey, Manager, Rodney Hotel, Wilmington.

Announcer—asst. program director for new FM station. Thirty six hour week board, announce, program. Must be thoroughly experienced. Write giving details experience and salary wanted. Florida long established AM station operates this new FM outlet. Position open in sixty days. Box 12, BROADCASTING.

Wanted—2 first class operators. Box 11, BROADCASTING.

Announcers—(Two) for southeastern station with 1 kw and 5 kw pending. Prefer young men with college training. Send complete record and photo. Box 10, BROADCASTING.

Virginia station—250 w. fulltime network affiliate has opening for announcer with reasonable experience. Good working conditions. Box 969, BROADCASTING.

Wanted—Experienced announcer for well established MBS affiliate. Prefer native Texan. Good pay. Permanent. Give experience, references, present earnings. KTEM, Temple, Texas.

Program director for most successful 250 watt independent station in midsouth. Applications treated confidential. State age—marital status—name of present and two previous employers and length of time with each. Outline experience only relative to programming independent stations. If you have not had independent experience, do not apply. Interview at our expense will be arranged. Box 14, BROADCASTING.

Help Wanted (Con't)

Combination announcer-operator. First phone, good voice, knowledge of transmitter immaterial. New station, good working conditions, chance for advancement. $1.15 per hour for forty hours. Phone or write Glake Merrill, WHAR, Clarksburg, W. Va.

News editor—announcer, 5 kw Ohio, CBS affiliate needs a news specialist, collect and write local news, rewrite press wire, qualified air newsman. College journalism graduate and newspaper experience preferred; between 30-40, family man who is settled and looking for a permanent berth, one who lives and enjoys his work. This is a job for a realist who wants to grow with an organization and not a story book artist. Write full particulars giving background, pre-war employment, age, education, salary requirements. All applications will be held strictly confidential. Mark them personal and address to W. P. Williamson, Jr., Gen. Mgr., WKBN Broadcasting Corp., Youngstown, Ohio.

Situations Wanted

Dependable and experienced announcer available for your staff. Ready to assume full shift and handle extras including special events and sports. Starting salary $240.00 month plus talent fee opportunity. Box 976, BROADCASTING.

Chief engineer—Outstanding broadcast engineer with 20 years experience specializing in design and construction making change on advice of physician, desire position as chief engineer, or technical supervisor for group. Box 977, BROADCASTING.

Transmitter engineer. 1st phone, 2nd telegraph, 27, single.. Beginner in broadcast, with adequate training. Any location west of the Mississippi. Box 978, BROADCASTING.

Manager, 15 years experience, now employed southern small market, wishes change. Fully experienced opening new stations. Will guarantee 100% investment first year. Complete references. Network and independent experience. South preferred. Available on 30 day notice. Married, veteran, college degree. Box 980, BROADCASTING.

Announcer—27, experienced, disc jockey, ad-lib, interview M.C., news, special events, general announcing. At present with 5000 watt network affiliate. Must locate in south or southwest on account of wife's health. Box 981, BROADCASTING.

Experienced young man seeking excellent opportunity in commercial department of progressive, fair sized radio station. Background includes time sales, station operation, agency and radio trade paper experience. 26, married. Write Box 983, BROADCASTING.

Newscaster - commentator - editor—Now working. Desire change. Write own material, colorfully, commercially, accurately. Authoritative, listener-holding voice. $100.00 week minimum. Box 985, BROADCASTING.

Program director—Now working desires change. Wide experience news, sports, public service, special events, documentaries. Produced successfully all type shows. Also, know sales, station management. Dependable, hard worker. Write for proof. Box 986, BROADCASTING.

Announcer seeks permanent position with progressive station. Six years experience, including one and one half years with 5,000 watt NBC basic station. Thorough knowledge of all phases of broadcasting and experience in network presentations, sports, news and disc shows. Good references. Age 25, single and available. Box 987, BROADCASTING.

Station manager. Handles programs and sales. Get you on the air. Box 989, BROADCASTING.

Engineer. 1st phone. Honor grad RCA Institute. Will travel. Box 991, BROADCASTING.

Lis. eng. exp. in maintenance, control board, remote broadcasts, transcribing, single, ambitious worker. Box 992, BROADCASTING.

Four years of general radio experience. Energetic, dependable, seeking position as salesman-announcer or continuity writer-announcer. Box 998, BROADCASTING.

Employed E.E. graduate. Veteran, 12 years in radio. Desires chief engineer position. Construction experience and ability. Box 999, BROADCASTING.

Announcer. N. Y. station experience. Single, 28, available immediately. Travel anywhere. Box 1, BROADCASTING.

Announcer—Veteran, single, 23, college trained, with ambition to join live-wire station, wants chance to show talent. Location no object. Box 2, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran, 20, single, wants Richard to open the door to a radio job. Will go anywhere there is an opportunity to learn. Box 3, BROADCASTING.

Announcer with phone license. Overseas. $1.25 hour (average $60.-$70. weekly). Transportation refunded after 2 years satisfactory service. (Others in U. S.) Apply thru RRR, Personnel Service, Box 413, Philadelphia.

Pro-management announcer-producer available on 2 weeks notice in New York area only. Interested in television. Experience—radio, theatre, motion picture. Requests $75.00 weekly. For additional information contact RRR, Personnel Service, Box 413, Philadelphia—or—Franklin O. Pease, Manager, at R.E.C. Luncheon, Roosevelt Hotel, NYC, Thursday, March 20th.

Station manager available. Young, aggressive, has put three stations on air in past year. Capable of programming, producing own shows, continuity and excellent salesman. Now commercial manager for group of independent stations. Work together with excellent time salesman who is also available. Reply Box 996, BROADCASTING.

Engineer, ex-Navy, first phone. Construction experience, married, sober, responsible. John E. McLaughlin, P. O. Box 397, Eureka, Calif.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Mo.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

TRANSCRIPTION SALESMAN WANTED

Exceptional opportunity to sell World Library Service and Syndicated World Features. Exclusive territories available. Liberal drawing account paid. Automobile necessary. Give full details and outline of experience in first letter.

World Broadcasting System, Inc.
711 Fifth Avenue
New York, New York

PRESTIGE, SHOWMANSHIP, BILLING FOR YOUR STATION . . .
Civicly active veteran, now managing network affiliate, offers you thorough radio background and recognized overall station operation ability. Confidential correspondence invited with interested parties offering long range opportunities. Box 13, BROADCASTING.

● For Sale—New

Collins 300G 250 watt AM in original crates. 2 sets tubes. Never unpacked. New manufacturer's guarantee. Immediate delivery. WCVS, Springfield, Illinois. H. L. Dewing.

COMMERCIAL MANAGER wanted for established 250 watt network station in excellent midwestern market. Power increase soon. Send complete details of experience, references and picture. Box 968, BROADCASTING.

Situations Wanted (Cont'd)

Available April 1st. Instrumental trio, comedy team and good western singer. Accordion, straight and steel guitar and bass. Helen and Toby, 627 New York Ave., Creston, Iowa.

Ambitious—Continuity writing and air experience—women's commentary, children's shows; disc; references. Box 6, BROADCASTING.

2 announcers desire position at same station. Inexperienced but capable. Disc and photos sent on request. Contact Dick McMullen, 430 W. 62nd St., Chicago, Ill. Englewood 8413.

Urgent. Experienced, versatile announcer being replaced by combination man. Married, college graduate (M.A. Univ. of N. C. '39), presently employed Tobacco Network-Mutual affiliate. Desire employment in southeast after March 24th. Best references and disc upon request. Bill Gatling, Box 309, Greenville, N. C.

Versatile announcer-commercial writer. Veteran, 27. Graduate of accredited radio school. Will send disc. Go anywhere. Wesley Larson, 1607½ South Western Ave., Los Angeles 6, California.

Experienced announcer-operator. Quality voice. Immediately available. Will go anywhere. Douglas Meltzer, Merritt Jones Hotel, Santa Monica, California.

Chief engineer desires permanent responsibility local to 5 kw station. College trained, eleven years experience; seven as chief. 17 months development engineer AM, FM. Recently supervisor 5 kw. Now completing FM installation. Seeking better opportunity. Will announce, direct programs. Don Lee, 1020 Emporia, Muskogee, Oklahoma.

Experienced salesman with successful record desires position with aggressive station or station representative. Ten years experience in local and national sales. Single, willing to go anywhere. Box 5, BROADCASTING.

Announcer—Young married man, 27, recent graduate radio school desires position announcer, disc jockey. Box 813, BROADCASTING.

Talented writer (all phases) and promotion manager, stymied in present job, seeks station or agency where ideas and results pay off. Married, young, responsible, versatile. Northeast preferred. Please give details in reply. Box 873, BROADCASTING.

Station program manager — Eighteen years radio experience, fifteen years major networks in New York City. Five years business management. Available immediately. Box 876, BROADCASTING.

Adaptable newcomer. Professionally trained all phases announcing. Vet. Travel anywhere. Box 891, BROADCASTING.

Baseball announcer. Thoroughly experienced. All sports. Available to A.F.R.A. station. Box 970. BROADCASTING.

For Sale

For sale—New 250 watt fulltime network affiliate in southern single station market. Potential twelve to fifteen thousand net. Ill health and on doctor's orders only reason for selling. Box 902, BROADCASTING.

One kw 100 mc RF amplifier. Box 982, BROADCASTING.

Commercial type high fidelity component parts for complete one kw high level modulated broadcast transmitter. $2300. Box 988, BROADCASTING.

For sale, immediate delivery, in perfect operating condition. General Radio frequency monitor, type 475B and 681A deviation meter. Best offer takes both units. Box 990, BROADCASTING.

For sale—Stock interest available in profitable station located in excellent market. 6% accumulative preferred plus some common. Write Blackburn-Hamilton Co., Radio Station Brokers, Washington, D. C., 1011 New Hampshire Ave., N. W., National 7405. San Francisco—235 Montgomery St., Exbrook 5672.

Rexair recording suction equipment complete with hoses and adaptors. Never used. $85. KOCS, Ontario, California.

For Sale—RCA 303 A frequency monitor—range 1500—60 M/C—complete with tubes and crystal for 33.5 M/C operation. First check $125.00 gets monitor; Lee Broadcasting Corporation, Sanford, North Carolina.

Towers, one 350 Truscon, one 300 Millikan (Blaw-Knox), both self supporting; coaxial copper lines, ⅞ and 1⅝, also fittings, elbows, bends, dehydrators; WE 219A jacks, 30c each; Presto Model F twin table recording equipment, brand new, factory box; Electronic Service Company, Louisville, Kentucky. Wabash 3088, S. A. Cisler.

RCA-Victor Acquires New Hollywood Headquarters

UNDER long-term lease, RCA-Victor has taken over first two floors constituting front of Otto K. Olesen Bldg. at 1558 N. Vine St., Hollywood, and will occupy the space about Aug. 1, following remodeling.

Film and disc recording departments as well as executive and sales personnel will be housed in the new headquarters, according to Hal R. Maag, western manager of RCA-Victor. Structure will be renamed RCA Building, with firm occupying total of 12,000 square feet of space. Otto K. Olesen Co., film and radio equipment distributors, will continue to occupy rear portion of building, which is owned by NBC.

For Sale (Cont'd)

One Western Electric Model 301-B transmitter with 450 TL's in the final amplifier grid modulated. Needs plate transformer for final amplifier plate supply, meter multiplier for volt meter and final amplifier. This transmitter was converted from 100 to 250-watt and was taken out of service about the 1st of December. Available for immediate shipment. Make offer F.O.B. WFRP, Savannah, Georgia.

Western Electric 310B 100-250 watt transmitter complete with 2 702A oscillator units. D97008 antenna coupling units. 2 sets used tubes. Just removed from service as we have increased to 1000 watts. Good condition. $2,000.00. WPAG, Ann Arbor, Michigan.

For sale—Late model General Electric wire recorder with microphone, extra recording head and seven spools of wire. Price $400.00. Complete and in good operating condition. WMBG, Richmond, Virginia.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

For sale—Ready for immediate installation 1000 watt, 304C Western Electric transmitter, complete with $1800.00 worth of tubes. Feedback circuit, accumulating time meter on tubes. Wire or phone KIEM 93, Eureka, California.

Immediately delivery—Robinson belt-driven turntables with vertical-lateral pickups. U. S. Recording, 1121 Vermont Ave., N. W., Washington, D. C.

Immediate delivery Temco 250 w transmitter. Meets FCC specifications. $2100. U. S. Recording, 1121 Vermont Ave., N. W., Washington, D. C.

For sale—Scully recording lathe, single lead screw variable pitch—78RPM drive. Box 8, BROADCASTING.

Wanted to Buy

Want GR 516 C bridge. Box 954, BROADCASTING.

1%-10% interest Los Angeles or Phoenix area. Box 979, BROADCASTING.

Wanted—Equipment for 250 watter. Box 984, BROADCASTING.

Wanted to buy—250 watt network affiliate. Box 997, BROADCASTING.

Miscellaneous

Newsman wants to invest $5,000 and talents in your radio station anywhere. Box 920, BROADCASTING.

Building a new station? Our company will put your station on the air, program, sell, hire permanent personnel and start operations on paying basis. We handle everything from beginning of promotion to end of first month on air. Services economical. Work on guarantee, plus bonus. We bring experienced salesmen, program director, manager, etc. Available April 1st. Please enclose full details regarding proposed station and market data with letter. Reply Box 994, BROADCASTING.

Sales lagging? Our company will rebuild your program structure, write, produce and sell new shows. Our salesmen will sell the places your staff has missed. Services economical. Work on guarantee, plus bonus. You can save 5 to 10% on commissions. Enclose full details regarding station and market data with letter. Reply Box 995, BROADCASTING.

Ten Conditional FM Grants, Five CPs Authorized by FCC

TEN CONDITIONAL FM grants and five construction permits were authorized last week by FCC. Four of the conditionals and one of the CPs go to applicants who presently have no station interests.

The class A conditional grants go to Valley Broadcasting Co., Lanett, Ala.; Turlock Broadcasting Group, Turlock, Calif., and KTMS Santa Barbara, Calif. Valley Broadcasting is licensee of WRLD West Point, Ga. The KTMS authorization is in lieu of previous class B facilities.

The class B conditional grants go to KTRB Modesto, Calif.; Wolverine State Broadcasting Service Inc., Detroit; Telair Co., Detroit; Lewiston-Auburn Broadcasting Corp., Lewiston, Me.; WTBO Cumberland, Md.; KFYO Lubbock, Tex., and KCBC Des Moines.

Principals in Turlock Broadcasting, a partnership, are: Wallace N. Lindskoog 20%, turkey hatchery operator; Luther G. Boone, 20%, farmer; Gordon E. Mowrer, 10%, restaurant owner; Elmer A. Hyer, 10%, dairy farmer; August A. Lindblom, 10%, merchant; C. H. Lindgren, 10% civil engineer; Wilbur Merrill, 10%, dairy and feed business; Gilbert Moody, 10%, attorney, Firm is also an AM applicant.

Heitmeyer Owner

Wolverine State Broadcasting Service is chiefly owned by Paul R. Heitmeyer, vice president (43%), former general manager of KLO Ogden, Utah, who will be general manager. Others in the firm are: T. P. Karsten, president (12½%), restaurant operator; Roy R. Murdock (18.4%), Washington attorney; Russell E. Stone (7.09%), labor-management consultant; S. Stanford Larson, (7.09%), with U. S. Dept. of Agriculture; Ed S. Harley, secretary (12½%), auto dealer; Stanley A. Mackenzie, director (12½%), dentist; Oscar F. Kolberg director (12½%), partner, Automotive Pattern Co. Wolverine is also an AM applicant.

Telair Co., which originally had applied for FM facilities in Chicago and Akron (withdrawn) as well as Cleveland (pending) and Detroit, is composed of the following individuals, each of whom has 10% interest: W. A. Fraser, president, head of Industry Inventions Inc., Akron; Sterling W. Alderfer, vice president, owner of Yellow Creek Mills, Ghent Ohio; George R. Ulober, vice president, European district manager of Firestone Tire and Rubber Co. and president of the Export Traders Corp., New York; Alexander E. Dick, secretary; R. W. Dunlap, treasurer; Joseph Thomas, director, general counsel of Firestone Tire and Rubber Co.; George P. Bosomworth, asistant secretary, of Firestone engineering laboratory and chief engineer of United States-Liberia Radio Corp., Akron; Fred W. Danner, Danner Press; Irving Fisher, director; John E. Church, manager of the Akron sales office of Westinghouse Electric and Mfg. Co.

Elden E. Shute Jr., program director of WTVL Waterville, Me., is president and general manager of Lewiston-Auburn Broadcasting Corp. He has 2.7% interest. Others interested include Leslie R. Hall, director and chief engineer (2.7%), Army veteran and former chief engineer of WCOU Lewiston; Frank S. Hoy, treasurer (74.6%), 10%-owner of the Lewiston Daily Star Inc.; his wife, Gladys P. Hoy director (13.3%), and son, Fred P. Hoy (6.7%). Lewiston-Auburn also is AM applicant.

The following were authorized CPs; conditions. Power given is effective radiated power; antenna height is height above average terrain; standard affiliations in parentheses:

Monterey Peninsula Broadcasting Co. (KDON), Monterey, Calif.—Class B, 103.9 mc (No. 280); 3.4 kw, 2,520 ft.

Unity Broadcasting Corp. of Calif., Los Angeles—Class B, 95.3 mc (No. 237), 44 kw, 2,900 ft.

P. C. Wilson (WAND), Canton, Ohio—Class B, 96.7 mc (No. 244), 14 kw, 340 ft.

KRBC-FM The Reporter Broadcasting Co. (KRBC), Abilene, Tex.—Class B, 96.9 mc (No. 245), 46 kw, 760 ft. (In lieu of previous conditions, changing transmitter site only; no change in service area).

WSLS-FM Roanoke Broadcasting Corp. (WSLS), Roanoke, Va.—Class B, 93.3 mc (No. 227), 4.7 kw, 2,000 ft. (In lieu of previous conditions).

To Air N. D. Games

NOTRE DAME'S 1947 football games will be aired by WJW Cleveland under sponsorship of Bond Clothing Co., which plans to open its modernized new location in downtown Cleveland next November. WJW Sports Director Jim Dudley will present the play-by-play broadcasts. Mr. Dudley will also do the Detroit Lions games.

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Blue Book Rules Chicago FM Grants

Proposed Decision Would Give Stations to 10 Applicants

PINNING its choice squarely on Blue Book programming principles, FCC last week issued its proposed decision in the Chicago FM cases, anticipating grants to 10 applicants and denial to the eleventh, WAIT.

The Commission also concluded that power and antenna height exceeding 20 kw at 500 feet would serve public interest in Chicago because "the metropolitan district . . . extends for a distance of 65 miles along the shore of Lake Michigan and the trade area is unusually extensive so that 20 kw 500 feet will serve less than the average which has been recognized."

Ruling that WAIT's programs, which its projected FM station would duplicate, are less likely than the other applicants' to "meet the needs of the population to be served," the decision proposed to deny the WAIT application and to assign the 10 now-available Chicago Class B channels as follows (power is effective radiated power and antenna height is height above average terrain; applicants' other Chicago stations, if any, are listed in parentheses):

Amalgamated Broadcasting System—94.5 mc (Channel 233); 19 kw; antenna height 520 feet.

American Broadcasting Co. (WENR)—95.7 mc (No. 239); 15 kw; 595 feet.

Balaban & Katz Corp. [WBKB (TV)]—95.3 mc (No. 237); 17 kw; antenna 665 feet.

Chicago Federation of Labor (WCFL)—94.1 mc (No. 231); 22 kw; 575 feet.

Drovers Journal Publishing Co. (WAAF)—96.9 mc (No. 245); 12.5 kw; 600 feet.

UAW-CIO Broadcasting Corp. of Illinois—97.3 mc (No. 247); 20 kw; 500 feet.

National Broadcasting Co. (WMAQ)—97.7 mc (No. 249); 25 kw; 600 feet.

Radio Station WGES (WGES)—92.5 mc (No. 225); 20 kw; 490 feet.

WJJD Inc. (WJJD)—94.9 mc (No. 235); 17 kw; 545 feet.

Radio Station WSBC (WSBC)—93.3 mc (No. 227); 31 kw; 420 feet (subject to filing within 60 days an application for modification of WSBC antenna system to accomodate the FM antenna).

The proposed grant to Balaban & Katz, a subsidiary of Paramount Pictures Inc., left the way open for "further inquiry" if the pending anti-trust suit against Paramount, involving alleged monopolization of television equipment, is decided adversely to the defendants.

FCC said Comr. Clifford J. Durr concurred in the proposal to deny the WAIT application but would issue a separate memorandum opinion on his views that "some of the other applications should also be denied."

The decision explained the selection of proposed grantees as follows:

> The Commission has carefully compared the respective qualifications and program proposals of the 11 applicants for the 10 available channels to determine which of these applicants will best serve the public interest, convenience and necessity.
>
> Upon such comparative consideration the Commission has concluded that the proposals of Gene T. Dyer et al, d/b as Radio Station WAIT, are least calculated to meet the needs of the listening public in the Chicago area. This applicant proposes to duplicate completely the program schedule of Station WAIT, which schedule indicates a high percentage of commercialization, almost no sustaining public service programs, no sustaining religious broadcasts, a minimum of local live programs with the accompanying excessive use of recordings and transcriptions, and the devotion of considerable time to the broadcasting of horse-racing information.
>
> An examination of the program log for Sunday, either during the composite week or what applicant prefers to call a typical week, indicates that practically the entire day is devoted to commercial religious programs and that no time has been set aside for the carrying of religious services on a sustaining basis from the churches of established faiths in the Chicago area. The weekday programs appear to be a succession of participating programs consisting of recordings of popular dance music interspersed with a large number of spot announcements. Comparing this type of program service with that proposed by the other applicants leads us to the conclusion that it is the least likely to meet the needs of the population to be served.

FCC also noted that it is studying an existing time agreement between the station and the Christian Catholic Church of Zion, Ill. former owner. "Although this relationship ordinarily would be an important consideration in a comparative hearing, such as this," the Commission said, "we need not pass on this question at this time since we proposed to deny the application on other grounds."

In choosing the 10 for proposed grants, the Commission said it "carefully weighed the qualifications and proposals of some of the applicants," and added:

> We believe that Drovers Journal Publishing Co. (WAAF) is to be preferred because of the extensive changes in programming of Station WAAF which were made during the months preceding the hearing and because of the representations of this applicant that this programming will be continued both on the AM and proposed FM stations. Likewise the Chicago Federation of Labor (WCFL), by reason of its adoption of a new policy as to discussions and controversial issues, has indicated a better appreciation of its duties and responsibilities as a licensee, and hence is to be preferred over Station WAIT.

The changes made by WAAF and WCFL also related to programs and program policies. In early 1946 when its FM application was filed, the Commission said, WAAF made "radical changes," including the permanent dropping of "all horse racing programs," and addition of a number of public service programs. An analysis of program logs thereafter, FCC reported, showed time devoted to recordings and transcriptions "decreased [from 90.1%] to 78.2%, live programs increased [from 1.8%] to 16.1%, and wire programs, which included the racing results, decreased [from 8.1%] to 7.5%."

WCFL changes related to discussion of controversial issues. Before Oct. 3, 1946, FCC said, "the position of the Chicago Federation of Labor on a particular issue influenced the station management in its determination as to whether or not time should be granted for the discussion of that issue." Under the new policy, FCC reported, WCFL "will operate 'in full accord with the orders and decisions of the Commission' and will be particularly guided by the Commission's opinion In Re *Mayflower Broadcasting Corp.* [famed Mayflower decision, which ruled that a broadcaster may not be an advocate] and *United Broadcasting Co.* (WHKC)."

Eighteen Class B FM channels have been allocated to the Chicago area. Five of these already have been assigned and three have been withheld from assignment until July 1 under the channel-reservation policy. Originally there were 19 applicants for the 10 channels. Seven withdrew before the hearing last June and one, Lincoln-Belmont Publishing Co. and Myers Broadcasting Co., withdrew after the hearing.

Of the Chicago proposed grantees, two currently have no radio stations: Amalgamated Broadcasting System and UAW-CIO. Both are affiliated with labor unions. Amalgamated, a wholly owned subsidiary of Amalgamated Clothing Workers of America, had received a conditional FM grant for Rochester and applied for New York and Philadelphia, but later secured dismissal of all three. The UAW-CIO group in Illinois is one of several organized by the International Union, United Auto Workers, in connection with FM applications for Detroit, where it has a conditional grant and Flint and Cleveland, and for AM at Detroit.

PILLSBURY MILLS third anniversary as sponsor of the CBS *Grand Central Station* warranted a regular birthday party. Watching the cake-cutting of Ellen Pennell, director of the Pillsbury Service Center and portrayer of "Ann Pillsbury" on the program, are (l to r): Frank Stanton, CBS president; Philip Pillsbury, president of the sponsor firm; Martin Horrell, producer for *Grand Central Station*.

Commercial Video Permit Granted Southern Radio

THE FCC last week issued its 53rd commercial television construction permit to Southern Radio and Television Corp., Miami, Fla., constituting the first video grant to that city. Six commercial TV outlets are now licensed. Nine applications are pending and six currently are in hearing, according to FCC.

Facilities authorized for the Miami station are channel 4, 66-72 mc, visual power of 1.57 kw and aural power of 786 w. Antenna height is 340 ft.

Robert J. Venn of Coral Gables, Fla., in radio 11 years, is president and 66% owner of Southern Radio and Television. He is to be general manager. Edward M. Claughton, in real estate and investments, is vice president and 32% owner. Edward J. Nelson, Miami attorney, is secretary-treasurer, holding 2%. Firm has no other radio interests.

Upcoming

March 17: NAB Music Advisory Committee, Waldorf-Astoria, New York.
March 18: Joint NAB-ASCAP Committee, Waldorf-Astoria, New York.
March 20: NAB By-Laws Revision Committee, Statler Hotel, Washington.
March 21: Joint NAB Finance Committee and By-Laws Revision Committee, Statler Hotel, Washington.
March 24-26: National Conference on UNESCO, Philadelphia.
March 27: NAB FM Executive Committee, Waldorf-Astoria, New York.
March 27: ASCAP General Annual Meeting and Dinner, Ritz-Carlton Hotel, New York.
March 31: NAB Special Standards of Practice Committee, Waldorf-Astoria, New York.
April 1-2: NAB Program Executive Committee, Waldorf-Astoria, New York.
April 14-16: NAB Area C Meeting (Districts 10, 12), Muehlebach Hotel, Kansas City.
April 21-22: NAB District 13 Meeting, Rice Hotel, Houston, Tex.
April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roanoke, Roanoke, Va.

Communist Inferences Haunting Los Angeles 1540 kc Hearings

CONTINUED inferences of Communist affiliation and sympathy involving the Hollywood Community Radio Group were pressed as hearings for 1540 kc resumed in Los Angeles last week, with Robert Hudson, FCC western regional counsel, presiding.

Consolidated proceedings commenced the week of Dec. 16 and were adjourned to March 10. The hearing closed in Los Angeles March 13, but engineering phases are yet to be presented in Washington March 24.

AM applicants involved, in addition to HC RG, are the Huntington Broadcasting Co., Coast Radio Broadcasting Corp. and San Gabriel Valley Broadcasting Co. FM applications are being sought by Pacific Radio Corp. and HCRG.

Presentation of HCRG largely was aimed at negating allegations made by California State Senator Jack B. Tenney during the first week of the hearings [BROADCASTING, Dec. 23, 1946]. Witnesses belonging to various organizations previously characterized as "Communist front" were offered with their statements of aim and purpose. Harold Mott, representing Huntington (licensee which had subpoenaed Sen. Tenney) sought to minimize such testimony as against statements and reports of Sen. Tenney.

Probes Political Views

When Alvin Wilder, president of HCRG, was returned to the stand for presentation of basic testimony relative to financing, Mr. Mott availed himself of the opportunity to further probe the West Coast commentator's political beliefs. Mr. Mott succeeded in having Mr. Wilder affirm that he had been critical of British imperialism in Greece but not in Yugoslavia. He further affirmed that he had never supported Mihailovich against Tito, although he had backed the former against Hitler.

Finally, Mr. Wilder offered "any and all" of his script library to the FCC for its examination.

In building its case for a station license, HCRG introduced a survey of programming content covering the week of Feb. 8-16, prepared by Luelyne Doscher, social psychologist graduate student of UCLA. Survey tried to establish by comparison that the existing programming of 15 Los Angeles area stations do not serve as well as proposed HCRG schedule would.

Andrew Haley, counsel for San Gabriel Valley Broadcasting Co. (Monrovia), sought to descredit the survey as the product of an inexperienced analyst with no previous professional experience in radio measurement. Similarly, he sought to shake the foundation of Miss Doscher's method of research.

Other HCRG witnesses were primarily stockholders and/or directors, including Oscar S. Pattiz, president of Beneficial Standard Life Insurance Co.; E. D. Mitchell, chairman of the board of same company; John Cromwell, movie director; Jack Berman, George H. Campbell, Ranald MacDougall, John T. McTernan, and Pauline Lauber Finn.

Coast Radio and Huntington Broadcasting Co. had earlier completed presentations. San Gabriel Valley Broadcasting Co. had done likewise, save for minor elements relative to individual financial statements of Herbert Herzenberg, William J. Omer and Alexander Lewis, proposed station owners.

Pacific Broadcasting Co., licensee of newly authorized San Francisco FM station, represented itself as an organization of 257 stockholders. Witnesses were C. A. Gibson, president with 37.9% control; Bertram Pringle, vice president, 7.26%; Patricia Gibson, vice president and assistant secretary, 2.42%; W. J. Meyerink, secretary, 1.21%; Walter T. Selsted, chief engineer, 2.42%.

Estimated cost of construction was $58,050, with monthly operating cost of $6,010.

Relative to its FM application, HCRG was asked for declaration of intent in event AM were denied. Mr. Wilder declared, on authority of informal questioning of the board of directors, they would build an FM station if AM were denied.

Legislative Mill

H. R. 2414—To provide that all interstate commerce, including radio, be operated on standard time. Introduced by Rep. Emory H. Price (D-Fla.) on March 6, and granted a preliminary hearing before House Interstate and Foreign Commerce Committee March 10 (see early story page 16).

S. 736—By Sen. J. Howard McGrath (D-R. I.) to authorize District of Columbia Commissioners to establish daylight saving time in the capital. Unanimously approved by Senate District Committee March 11.

H. R. 1470—By Rep. Earl C. Michener (R-Mich.) to provide for review of FCC orders [BROADCASTING, Feb. 3] scheduled for preliminary hearing before House Judiciary Subcommittee No. 3 on March 17.

H.R. 1468—To provide Court of Appeals jurisdiction over review of certain orders of FCC and Maritime Commission, scheduled for preliminary hearing before House Judiciary subcommittee No. 3 on March 17.

KALL announcers are ready for Utah's Centennial Pageants in July which will feature bearded paraders dressed in pioneer garb. Shown are: Announcer Jim Hamlett (l), Chief Announcer Vern Bruggeman (c), Program Director Al Collins.

GE's 1946 Net Up

FIFTY-FIFTH ANNUAL report and yearbook of the General Electric Co., Schenectady, N. Y., just off the press, reveals that the firm's net income available for dividends to stockholders for 1946 was $43,039,589, a 24% increase from the previous year. President Charles E. Wilson announced that this is equivalent to $1.49 a share of common stock, compared with $56,540,555 or $1.96 a share for 1945. In 1946, Mr. Wilson said, net sales billed to customers amounted to $679,078,216, a total 48% less than in 1945.

STANDARD RADIO TRANSCRIPTION SERVICES, Hollywood, Calif., has moved to new offices at 140 North La Brea.

Schwellenbach Advises House Labor Group To Wait for Lea Act Decision

LABOR SECRETARY Lewis B. Schwellenbach advised the House Labor Committee last Tuesday to wait until the Supreme Court acts upon the Lea Act to see whether such labor abuses as featherbedding can be rectified by legislation.

As BROADCASTING went to press the Committee was attempting to wind up its hearings preliminary to acting upon a mass of testimony gathered for evidence in the preparation of labor legislation.

Secretary Schwellenbach told the committee that most of the bills now before it would increase, rather than curb, industrial strife and warned specifically against banning existing closed shop contract provisions.

Congress, he said, has two problems to meet: it must attempt to produce legislation which will result in "a minimization of industrial unrest"; and do something to meet labor abuses.

"I think the committee could very well await the time when the Supreme Court passes on the so-called Petrillo bill and after that time determine what sort of action to take . . ." he declared.

The Labor Secretary acknowledged the role taken by Communists in the domination of some labor unions and declared that wherever there is a cohesive group of Communists within a union they "usually dominate it."

He suggested therefore that Communists be excluded from any kind of public office and denied the right in addition to hold office in unions. Committee Chairman Fred A. Hartley (R-N. J.) promised to introduce legislation to outlaw the Communist party in the United States.

The Committee was bluntly criticized Thursday by Russ Nixon, Washington representative of the United Electrical, Radio and Machine Workers of America (CIO). Mr. Nixon declared that "all" labor legislation being considered is "injurious to the employees of industry and backed by powerful employer interests . . . pressing for the adoption of measures that would drastically weaken labor's bargaining power . . ." The committee in turn criticized Mr. Nixon for coming before it with a "disrespectful and belligerent" attitude. The UE covers workers in industries including radio, radar, scientific equipment, optical goods, machine tools and office and store machines and has over 600,000 members.

Austin . . gives you more dollars per dialer . .

KNOW . . gives you more dialers per dollar . . .

WEED & COMPANY Representatives

1st in Austin, Texas

KSTP Sale

(*Continued from page 20*)

the Avco loan became due he would need only $167,000 which could be raised by bank or other loans.

Mr. Hubbard disclosed that he had an opportunity to borrow the purchase price from NBC but decided not to follow up on the transaction after a talk with FCC Chairman Charles R. Denny. At Mr. Denny's request he recited their conversation in detail. It was pointed out that a loan from NBC would carry certain rights which in effect would give the network a seventh station, and that Mr. Denny voted in the CBS-KQW case against allowing CBS to extend its ownership to include an additional outlet.

Mr. Denny also noted that at the time of the conversation no KSTP application and no contest were pending before the FCC. He was corroborated by Paul D. P. Spearman, attorney for KSTP and Mr. Hubbard, who said the conversation occurred at least two months before the proceedings developed.

It was also disclosed that the estates had an offer of $825,000 from the Ridder interests, part owners of WTCN Minneapolis. This offer was withdrawn when it was matched by Mr. Hubbard, who has an option for first-refusal on the stock held by the Shields estate.

Testimony brought out that if Avco bought the 75% from Mr. Hubbard he would receive, in addition to the $1,200,000, three-fourths of all U. S. tax claims recovered, the remaining 25% to go to KSTP. He said the claims, for 1942 through 1944, involve "not a big amount." If Avco exercised its option and Mr. Hubbard subsequently decided to sell his 25% interest, Avco would have "first refusal" of his stock.

Owned by Estates

The stock involved is currently owned by the estates of Lytton J. Shields (50%) and Frank M. Brown (25%). Mr. Hubbard said $825,000 was the price the trustees of the estates were willing to accept, and that he then went to Avco and discussed the possibility of a loan.

He said the trustees were aware, before they signed the sales agreement, that he might give Avco an option to buy the stock at a higher price, but that they did not know the exact figure even though the contract with the estates, the option with Avco, and a letter from the estates giving up any right to an interest in possible additional profit and salary increases which Mr. Hubbard might get by re-sale were all signed in the same room at the same time. He told Chairman Denny that he didn't know which was signed first.

Extensive program data on KSTP operations, for the "composite week" set by the Commission and also for each week from which a day was taken to form the composite week, was presented by Kenneth M. Hance, KSTP vice president and treasurer, and by Paul A. Peter, of Frazier & Peter, radio management consultants.

Exhibits showed KSTP's net income for 1946 was $202,213 before Federal income taxes and $120,477 after taxes. Net income before Federal taxes in prior years was reported as $225,200 in 1942; $254,174 in 1943; $258,828 in 1944; $152,854 in 1945. Program expenditures, it was brought out, increased from $120,494 in 1939 to $333,401 in 1945, and totaled $275,460 in 1946.

Mr. Hance testified that travel and entertainment expenses for Mr. Hubbard and himself were $11,289 for the year ended June 30, 1946, and said most of this amount was for Mr. Hubbard's activities. Listener promotion and publicity cost $35,368 in the same period, he said.

Principals in the group competing with Mr. Hubbard for acquisition of KSTP control include William F. Johns Sr. and W. F. Johns Jr., who with other members of the family own WTMV East St. Louis (which has been sold to Evansville on the Air Inc. for $320,000 pending FCC approval) and WOSH Oshkosh, and David and Charles W. Winton, minority stockholders in WLOL Minneapolis.

Mr. Johns Sr., head of Ridder-Johns Inc., national newspaper representatives, and former president of WTCN Minneapolis, is a member of the group of local bidders and would give up his present interests to be general manager of the station. It was pointed out that he, the Winton brothers, and Ray C. Jenkins, former KSTP sales manager, are the only members of the group with broadcasting experience, and that Mr. Johns is the only member who would devote full time to the station.

Warren Burger, St. Paul attorney and member of the group, said the present KSTP staff would be kept intact, that there would be a "large" board of directors which would include representation of Mr. Hubbard's 25% interest, and that it had been proposed to Mr. Hubbard that, "under certain circumstances," he serve as a consultant at a "substantial" salary.

He contended approval of the transfer to Mr. Hubbard, in view of Mr. Hubbard's option to Avco, would be the "first step" toward approval of a transfer to Avco. Avco spokesmen earlier had waived the right to claim that FCC's consent to transfer to Mr. Hubbard would carry implications of approval of re-transfer to Avco. The question was first raised by Comr. Jett.

Mr. Burger said the group would be willing, in view of the Commission's duopoly rules, to accept a grant on condition that the Winton brothers, who have about 3% each in the group, dispose of their respective 9.75% interests in WLOL.

Both applicants put on engineering witnesses to show no appreciable overlap in service between KSTP and any stations owned or partly owned by Avco or members of the local group (except in the case of WLOL).

'CONFIDENTIAL' TO MEAN JUST THAT

Denny Reaffirms FCC Position on Reports Filed With Commission by Stations

FCC'S INTENTION to keep stations' "confidential" reports confidential was pledged last week by FCC Chairman Charles R. Denny.

"There has been some concern in the industry, and I think the industry should be assured that the Commission is not changing its policy," he declared.

Mr. Denny's reaffirmation came in the course of hearings on the proposed sale of controlling interest in KSTP St. Paul (see story page 20).

His reference obviously was to industry concern aroused in connection with the disclosure, to a rival applicant, of confidential reports filed by WCBM Baltimore [BROADCASTING, Nov. 25].

Paul D. P. Spearman, who was attorney for WCBM in the earlier case, was representing KSTP in the transfer hearing last Thursday and objected to opposing counsel's questions relating to information in the confidential reports. He relented insofar as data on KSTP's annual net income was concerned, however, and waived the confidentiality of that portion of the reports.

But Chairman Denny refused his suggestion that FCC Assistant General Counsel Vernon L. Wilkinson, who had the annual reports available, read the requested information into the record of the transfer case. Mr. Denny insisted that Mr. Spearman himself do the reading, if it was to be read.

He said he did not want "uninformed persons" saying that the Commission put confidential information into a public record. Mr. Spearman read it in.

Decca Sales Doubled

ANNUAL REPORT released to stockholders last Thursday disclosed that the net sales and profit of Decca Records Inc., in 1946 rose to the highest level in the company's history. Net sales for 1946 totaled $30,675,381 compared with $15,570,930 for 1945. Net profit for the year, after all charges was $1,944,538, equivalent to $2.50 a share on the 776,650 shares outstanding at the close of 1946. This compares with net profit of $839,692 for 1945, equal to $2.16 a share on the 388,325 shares outstanding at the end of that year.

Benton

(*Continued from page 20*)

other problems involved in international voice broadcasting . . . which so distinguish it from domestic broadcasting."

He expressed hope that the proposed Foundation will receive detailed consideration by Congress and that "final Congressional action will provide a set-up which will give to Commander McDonald and to me and to the radio industry what we are all seeking: a Voice of America overseas that is truly representative of our American life, that projects fully and fairly our American culture as well as our American economic system, and that is controlled by distinguished representatives of the American people in the interest of all the people in their deep concern for the peace and security of the world."

He declared that Commander McDonald "shows lack of familiarity with certain aspects of the problem" in attempting to compare "international broadcasting with the publication of newspapers and magazines." Mr. McDonald had stated there is no more reason for the government to own and operate radio stations than there is for it to publish newspapers and magazines.

"As a matter of fact," answered Mr. Benton, "the government does publish one magazine for distribution abroad, the magazine *Amerika* in Russian. This is the only magazine from the United States which the Russian government will allow to circulate in Russia. The other ten or twelve magazines which were published by the OWI (Office of War Information) and the OIAA (Office of Inter-American Affairs) I discontinued shortly after I joined the government."

He concluded that if international broadcasting had been similarly discontinued "there would have been very little international voice broadcasting from the United States—nothing remotely comparable to the needs . . ."

Video Activities in U. S. Described Via Shortwave

U. S. TELEVISION activities were described for shortwave listeners in Latin America, the Caribbean area and the European continent in a series of transcribed broadcasts arranged by the U. S. State Dept., March 15-16.

Will Baltin, secretary-treasurer of the Television Broadcasters Assn., and Ben Feiner Jr., acting director of WCBS-TV New York, CBS video station, described the television outlook in this country and current video operations in a forum conducted by Ben Wilbur of the Special Events Unit, International Broadcast Division of the Office of International Information and Cultural Affairs, State Dept.

Webster

(Continued from page 15)

were kindly disposed towards him.

Chairman White and the Commodore have been acquainted for many years, and during a brief exchange of words before the committee went into closed session the Senator told Commodore Webster he thought it would "be over very quickly."

Chairman White has only to consult one member before he can report favorable committee action to the floor. Floor action is expected this week.

Commodore Webster said he probably would not be able to assume his new duties until April 1 or possibly April 15. Commitments made to the National Federation of American Shipping Inc., he said, will necessitate winding up of certain affairs which will require several weeks.

This delay, however, will not impede the FCC's work, since it has functioned with six commissioners since the retirement from office in February, 1946, of former Chairman Porter. Moreover, Commodore Webster is conversant with all of the FCC's activities other than broadcast. It is expected he will probably bear the brunt of the international conference work in aviation, safety of life and other non-broadcast activities.

More than likely Commodore Webster will be named a delegate to the Atlantic City Conference along with Chairman Denny and Commissioner Jett. The work will not be strange to him, because he has attended virtually every international conference since 1925 either for the Coast Guard or FCC. His work with the Federation had much to do with preparations for the Atlantic City sessions and as a member of the FCC it will simply mean a transition from the "user" side to the official-regulatory aspect.

Mr. Webster has not yet selected his staff which will include a confidential assistant in the $5,000 class, a secretary and an assistant secretary. He will occupy the suite of offices used by Mr. Denny prior to his assumption of the acting chairmanship.

Norton Gets State Dept. Telecommunications Post

TELECOMMUNICATION problems in the State Dept. will receive more policy-level attention through nomination by President Truman of an additional Assistant Secretary of State for Telecommunication Activities, Aviation and Shipping.

Selected for the post was Garrison Norton, who had been serving the Department as director of the Office of Transport and Communications. He will serve as assistant to Under-Secretary of State for Economic Relations.

KMAC Spots Down From 2,200 Weekly To 600, FCC Told at Renewal Hearing

FCC, holding license-renewal hearing for KMAC San Antonio on Blue Book program issues, was told by Howard W. Davis, licensee, that a large number of program improvements had been instituted, and that many of them pre-dated the Blue Book.

As pointed out in KMAC's petition for renewal without hearing, which the Commission denied [BROADCASTING, Dec. 23], KMAC witnesses noted that the number of spot announcements had been cut from 2,215 during the first week of January 1945 to less than 600 now.

Approximately half of the former 2,200 spots weekly, officials said, were carried on a Mexican program which was discontinued prior to the March 7, 1946 issuance of the Blue Book, which cited KMAC particularly for its use of spot announcements. During the first week after the Mexican program was discontinued, it was pointed out, the number of spots dropped to around 1,100.

It was also noted that KMAC is maintaining an approximately 50-50 ratio of commercial-vs.-sustaining time; that there has been a considerable increase in live talent and public service programming, and that the number of public service spots also has increased.

Witnesses in addition to Mr. Davis and Tony Besar, program director, included some 15 local civic leaders who testified to the cooperation they had received from KMAC in connection with civic projects. These witnesses included Maury Maverick, former Congressman.

KMAC has pledged that it will not use double spot announcements, will not carry more than three spots in any 14½-minute period, and that, as it has done for several months, it will limit at least 80% of its spots to 50 words or less.

The hearing was held before James Cunningham, FCC examiner, with Walter Emory as Commission counsel. Clair L. Stout of the Washington law firm of Dow, Lohnes & Albertson represented KMAC.

Negotiations Open Between IBEW, CBS

THE INTERNATIONAL Brotherhood of Electrical Workers (AFL) last week demanded a contractual provision prohibiting CBS from feeding programs to affiliates disputing with the IBEW, as the union opened negotiations with the network.

The provision, similar to one demanded a fortnight ago of NBC and ABC by the National Assn. of Independent Broadcast Engineers and Technicians [BROADCASTING, March 10], was patterned after that proposed by the American Federation of Radio Artists in negotiations with major networks several months ago [BROADCASTING, Sept. 30, 1946].

The current IBEW-CBS contract expires March 31, that between NABET and NBC, ABC and WOR May 1.

Although the precise demands of IBEW and NABET were not known, it was understood that considerable similarity existed between them. Officials of both unions were known to have conferred in New York and to have agreed to at least a degree of parity in contracts which they were seeking.

The conference between officials of the rival unions was interpreted in some quarters as possibly portending future rapprochements that might lead eventually to merger. IBEW officials, however, scoffed at this possibility.

Evidence that some coordination already existed, however, was plain in the similarity of certain contractual points which both unions were demanding.

Hawaii Outlet Starts

KMVI Maui, Hawaii, went on the air yesterday (March 16), operating on 550 kc with 1 kw power fulltime. The station is an affiliate of Mutual, through KHON Honolulu. It is owned by Maui Publishing Co., which is headed by Ezra Crane.

Telephone Workers Are Set to Strike

INDEPENDENT UNIONS claiming to represent more than 100,000 telephone workers, including Long Lines employes, voted last week for a general strike in downstate New York and New Jersey on April 7. Meeting at the American Union of Telephone Workers local headquarters in New York City, representatives of 13 unions from various Bell and Western Electric offices and plants voiced unanimous agreement on the strike question, a union spokesman reported.

George Myerscough, of Local 1 AUTW, was named temporary chairman of a New York City central strike committee which, in cooperation with New Jersey groups, will handle details such as picket lines and strikers' publicity.

Negotiations with management have been proceeding intermittently for some time, but according to a union spokesman no agreement is likely to be reached, and the strike probably will take place as scheduled.

Plans are underway for installation of teletype facilities in each local union office so that if the projected nation-wide walkout of 400,000 telephone employes becomes a reality next month quick communications between New York and Washington strike officials can be assured.

The proposed strike somewhat parallels the one of a year ago [BROADCASTING, Jan. 14, 1946] in that it involves the same area and some of the same unions. This time the unions want a $12 a week across-the-board raise, revisions in vacations, union shop, pensions and some 30 other changes in existing contracts.

Last year's strike caused but little dislocation in the broadcasting network operations; telephone company supervisory personnel were able to maintain the functions of Long Lines needed to feed network programs.

Some of the major unions involved in the 100,000 total include 20,000 workers at Western Electric's Kearney, N. J., plant, 20,000 in the New York telephone traffic division, 9,000 in the New York plant, 8,000 in the New York commercial and accounting divisions, 8,000 in New Jersey traffic, and 8,000 from Local 1 of the AUTW.

GRANT IS SET ASIDE TO HEAR WDEL PLEA

SETTING aside previous grant of daytime 1 kw facilities on 1170 kc to Suburban Broadcasting Corp., Upper Darby, Pa., the FCC last week designated the application for hearing and ordered that WDEL Wilmington, Del., be made party to the proceedings. Action resulted from Commission grant of a petition by WDEL to reconsider the Upper Darby grant, alleging that objectionable adjacent channel interference would result to WDEL from the proposed operation.

Suburban Broadcasting was granted the daytime assignment without hearing last October. In mid-November WDEL filed the presently considered petition. WDEL operates unlimited time with 5 kw on 1150 kc.

Principals in Suburban Broadcasting are: L. E. Pamphilon, president (14.2%), holds controlling interest in Airdesign and Fabrication Inc., transformer manufacturer; John A. Murphy (42.6%), general manager of Reynolds & Co., Philadelphia investment brokerage; Stanley L. Peck (14.2%), NBC television engineer since 1929 excepting for Navy service; E. C. Julstedt (7.4%), Navy veteran, ex-WFIL Philadelphia engineer and former radio director for the Archibald Expedition to New Guinea under American Museum of Natural History; Claude W. Faust, vice president (7.4%), president and treasurer of Airdesign and Fabrication; Robert L. Clark (1.3%), represents various electrical manufacturers; Albert Campbell Hall (1.3%), head of insurance department, J. C. Taylor Co., Upper Darby; Harry J. J. Bellwoar (11.6%), Philadelphia attorney.

At Deadline ...

TWIN CITY GROUP OFFERS TO WITHDRAW KSTP BID

LAST-MINUTE offer made Friday by St. Paul-Minneapolis group to withdraw $825,000 bid for 75% of KSTP St. Paul if Aviation Corp. will release Stanley E. Hubbard, 25% owner and original bidder for remaining stock, from option by which Avco may later acquire 75% from Mr. Hubbard for $1,200,000.

Offer made by Fontaine Bradley, attorney for local group, as FCC completed hearing on transfer case (earlier story page 20). Group had contended main purpose of its application was to keep KSTP control in local hands.

Possibility that member of group bidding against Mr. Hubbard for KSTP may also be associated with firm linked with WTCN Minneapolis, in virtually same service area, suggested by FCC Assistant General Counsel Vernon L. Wilkinson.

Question, yet to be answered, is whether Globe Oil & Refining Co. with which I. A. O'Shaughnessy is associated is Globe Oil & Refining Co. of Delaware, which FCC records show as owner of 100 of 344 preferred shares of Northwest Publications, half owner WTCN. Mr. Wilkinson also brought out that Mr. O'Shaughnessy, member of group bidding for KSTP, did not himself sign transfer application but wired authority to attorney to sign for him.

Mr. Wilkinson said Commission would take judicial notice of requirements regarding sworn applications and noted that in previous case FCC required a grantee to dispose of preferred stock in another station as condition of grant, to avoid duopoly implications. Spokesmen for St. Paul group previously testified any member, if found "unsatisfactory" by FCC for any reason, would withdraw from group, or, if duopoly was issue, would give up one or other of holdings.

Wiliam F. Johns Sr., one of 24 individuals who with Thomas Hamm Brewing Co. matched Mr. Hubbard's $825,000 offer for station, was questioned closely by counsel for Mr. Hubbard about experience in radio, particularly during 1934-42 period in presidency and other executive posts of WTCN. At one point Comr. E. K. Jett advised Mr. Johns he had not appeared to be "too responsive" to questions and that record was "not too clear" regarding his qualifications to be KSTP general manager, as local bidders plan.

Referring to claims of local group that Mr. Hubbard's plans to acquire 75% of KSTP for $825,000 and possibly re-sell 75% to Avco for $1,200,000 involve "trafficking in stations," Paul D. P. Spearman, Mr. Hubbard's attorney, brought out that Johns family bought WTMV E. St. Louis in 1945 for $105,000 and now have application to sell for $320,000.

WTOL GIVEN FM GRANT

WTOL Toledo, whose license renewal application has been set for hearing in conjunction with application of Public Service Broadcasters Inc. requesting its facilities (see story page 83), Friday was awarded conditional grant for class B FM outlet. Action severed FM application from consolidated proceeding and authorized conditional grant, subject to further review and approval of engineering details.

SPECIAL SURVEY SUPPORTS TECHNIQUE USED BY BMB

SURVEY to investigate representative validity of original BMB sample of radio families last week was reported to have corroborated BMB technique in major detail. Alfred Politz, independent researcher, reported families that returned ballots (in the BMB survey of station audiences) vary little from all radio families with respect to stations they report listening to one or more days a week.

Study undertaken to answer two questions: Was original BMB sample representative of all radio families in the county or measured city? Were those who answered representative of all who received ballots? Mr. Politz concluded:

The BMB respondents were not typical of all radio families with respect to certain household characteristics. But these differences have little effect on what stations they report listening to one or more days a week. There is a general tendency for the BMB audience figures of all stations to be somewhat inflationary, the degree of inflation being relatively less for stations of larger than of smaller audience.

The rank order of all stations reported by 7% or more of the BMB respondents was found to be the same as in the case of the precision sample. This includes all stations in the test area for which BMB issued reports.

Study conducted in Bronx County and Southern Westchester County, N. Y.

REORGANIZATION DENIED

DENIAL of a report [BROADCASTING, March 10] that Universal Radio Productions of Hollywood Inc. is undergoing a reorganization was issued in Washington today by Wesley I. Dumm, president of the organization and owner of KSFO San Francisco. A report originating in Chicago, that Barry Keit, West Coast Sales Manager for Universal Radio Sales, was leaving the organization was labeled false by Mr. Dumm. He explained that Ray Linton, formerly in the Chicago office of Universal Radio Sales, a corporation which is separate from Universal Radio Productions of Hollywood Inc., had severed his former connection to become an independent broker for the latter concern. Will H. Voeller was named executive vice president of Universal Radio Productions of Hollywood Inc. [BROADCASTING, Feb. 17] to succeed Ed. J. Broman, who left the firm to establish his own business.

ABC NAMES CHRISTIAN

HAROLD CHRISTIAN, WXYZ Detroit sales manager, appointed spot sales manager for ABC in Detroit territory, in addition to his other duties, succeeding Gordon Lloyd, who resigned to join WTOD Toledo. Joseph C. Molin, of WXYZ staff, appointed ABC spot sales account executive for territory outside of Detroit, which includes Cleveland, Akron, Toledo, Columbus, Dayton, Cincinnati and Pittsburgh. Operational set-up is same as that which ABC Spot Sales maintains in Chicago, San Francisco and Los Angeles.

MASON CANDY PRODUCTS, Brooklyn, signs contract with Preview Records to make series of kiddie discs with commercial plug at end. Records will be presented in album form and distributed where candy is sold, through Moore & Hamm, New York.

CECIL CARMICHAEL, formerly with NBC and WLW Cincinnati, has joined radio publicity and promotion department of Benton & Bowles, New York.

AFRA DEMAND THREAT TO WARING SPONSORSHIP

JUST WHEN NBC saw prospects of selling *Fred Waring Show* across board, AFRA demands that band leader pay soloists and choralists on per-performance basis threatens to prevent renewal of 13-week contract next June. With new sponsor taking over Thursday 11-11:30 a. m. (Minnesota Valley Canning Co.) March 14 through Leo Burnett Co., which also represents other sponsor, American Meat Institute, Waring's business manager, Ed Lee, said in Chicago union demands actually mean loss of income to Waring members.

Waring understood to have offered AFRA $10,400 per soloist and $7,280 per choralist on yearly contract with minimum of 25 hours per week including rehearsal, which union has so far rejected. Newest prospects for sponsorship of Waring program (reportedly costing NBC $15,000 per week) are Brown Shoe Co. and additional program by American Meat Institute, both through Leo Burnett Co., Chicago.

EVANS SUES WOR GROUP; CHARGES PROGRAM STEAL

BAMBERGER Broadcasting Service Inc. (WOR New York) and the WOR Program Service Inc. named joint defendants in suit filed Friday in New York Federal Court by Bill Evans, Chicago radio actor, charging theft of program *Juvenile Jury*, now on MBS and sponsored by General Foods.

Attorneys for Mr. Evans charged he originated title and format in 1944 and submitted audition recording to Mutual in 1945. Suit charged Mutual in turn presented program to WOR to test potential network value. Others named in suit, in which Mr. Evans asks $500,000 for damages to his reputation and loss of income, are Jack Barry, program m. c., Dan Ehrenreich, producer, and General Foods. Counsel for Mr. Evans said Mutual was not named in suit because it is an Illinois corporation.

L. A. AFM AGREEMENT

NETWORKS and Los Angeles Local 47, Musicians Mutual Protective Assn., AFM, reached compromise agreement on new wage scale covering staff men and those on commercial programs. Union settled for 25% increase on commercials and 15% for staff men, with contracts to be signed when drawn up by attorneys. Staff agreement is retroactive to Feb. 1, commercials to March 1. Increase affects copyists and librarians as well as working musicians. Under terms union dropped demand for two-week paid vacation for staff men. Original union demand was 50% increase for commercials, 33⅓% for staff musicians.

SCHENLEY CANCELS

SCHENLEY DISTILLERS Corp. (Cresta Blanca wine), has canceled proposed large spot announcement campaign and disbanded its radio department. Sherman Gregory, radio director, has resigned and Max Ingram, head of promotion department, has resigned to join Park & Tilford in same capacity.

E. Y. FLANIGAN, managing director of WSPD Toledo, returned last weekend from cruise aboard Navy's new heavy cruiser *Toledo* in Cuban waters. He flew, with group of five Toledoans, from Washington to Cuba on March 5 and returned to Washington March 14. Jim Thorpe, of sales staff of WTOL Toledo, also made trip.

First Love of Detroiters, when it comes to radio stations, is WWJ, first radio station in the nation. Lovers of fine music . . . lovers of comedy, of news, of everything entertaining, turn their thoughts and tune their radios *first* to WWJ, NBC in Detroit. It is this steadfast devotion by people who spend time listening to WWJ, and spend millions buying WWJ-advertised products that has made WWJ the most forceful radio-selling voice in Detroit—banner market of the nation for 1947

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